

The background is a solid teal color. On the left side, there is a network diagram consisting of several white circular nodes connected by thin white lines. Some nodes are larger and have a bright blue glow. In the bottom right corner, there is a large, dark teal circular shape that overlaps the main background.

WELCOME

COMPREHENSIVE DIGITAL
MARKETING FOR:

BOAT LIFESTYLE



Government college for women (A),
Srikakulam

TEAM ID AND TEAM MEMBERS :

UNIVERSITY NAME : DR B R AMBEDKAR

TEAM ID : LTVIP2024TMID10438

TEAM LEADER : SAILADA RAJESHWARI

TEAM MEMBERS : TANGI YAMUNA

TEAM MEMBERS : TEGALA DIVYASRI KOASALA

TEAM MEMBERS : UJJURU INDHU

TEAM MEMBERS : VADAVALLASA PUSHPALATHA

PART 01 : BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S /AUDIENCE PERSONA

- Research Brand:

Mission/Values:

USP:

Analyze Brand Tone and Identity:

Set 4 SMART goals and KPIs for the same:

BRAND STUDY (MISSION/VALUES & USP)

MISSION & VALUES :

Enhances the quality of life through audio and wearables.

Clean : keeping a boat clean is essential for its maintainance and longevity. Regular cleaning help and prevent the buildup of dirt,grime.

Kind: Boats come in all shapes and sizes,each with own unique features and benefits. Some popular types of boats include sailboats, motorboats and pontoons.

Effective : Boats are highly effective for a variety of purposes. So, whether you're seeking relaxation, adventure a boat can be a great choice.

Unique selling proposition (USP) Analysis: Providing affordable and high- quality audio products. Boat is a consumer Electronics startup that brings millennials affordable.

BRAND STUDY (BRAND TONE & KIP'S)

Brand Tone : Focus on value.competative pricing : boat prioritizes offering features and quality comparable to premium brands at significantly lower prices This value preposition resonates with their budget –conscious target audience.

Boat lifestyle KPIs may include:

Sales growth: In FY22, it had clocked sales of Rs 2,873 crore on a profit of Rs68.7 crore, while in the last financial year the company had clocked in sales of about Rs4,000 crore, it had said last year.

Customer satisfaction: 20,000 ,Maximum users use earphones in boat products . They feel that the boat products price is reasonable. Majority of the people are influenced by advertisement and social media.

Brand awareness: Consumer-first approach & Improvisations The company has a specific term for its community of users. Anyone who owns a boAt product is anointed as boAthead and made a part of the clan.

Market share: boAT was left with just 9.8% market share. Titan grew massively out of nowhere with 331.6% growth and it is already on boAT's heels at 8.7% market share. In the TWS category, boAT remains the leader with 26.7% market share, but it is again losing market share with it being down by 16.1%.

BUYER'S AUDIENCE PERSONA

NAME: Boat life style

Demographics :

AGE : No specific age recommended

GENDER: All genders

OCCUPATION: students, working professionals
and homemakers

INCOME : middle to high-income individuals psychographics

Values: boAt Rockers 410 Bluetooth Headphone with Super Extra Bass, Up to 8H Playtime.

Interests : Bringing affordable, durable, and fashionable audio products and accessories to millennials and Gen-Z customers in India.

BEHAVIOR :

Shopping products : Willing to invest in high quality boat products.

Social media usage : In online they sell their products their own website boat-lifestyle.com, #amazon, #flipkart and they also sell their products in social media apps like Instagram and Facebook this helps boAt to reach their target costumer.

GOALS :

Both our founders, Aman Gupta and Sameer Mehta, realized the massive gaps in the audio and wearable market of India and hence founded boAt with the vision of making a lifestyle brand, that enhances the quality of life through audio and wearables. 1 March 2024

CHALLENGES :

Concerns arise regarding counterfeiting: When boAt became popular, a flood of counterfeit products inundated the market. Supply disruptions in the chain: Just like many other companies, boAt also had to face some difficulties because of disruptions in the global supply chain.

BRAND STUDY & COMPETITOR ANALYSIS

Competitor 1: Noise

USP : Noise is all about audio visualization and wearables. They focus on creating products that are good for us.

Online communication : Noise is one of the best product. And they tell about uses of Noise.

SWOT ANALYSIS :

Strengths : High-quality HD sound and avoids voice cracking, offers comfort to the user. Easily paired with smartphones with the help of a blue tooth facility that could easily be availed in the settings. There is no complexity.

Weaknesses: wind loading maintenance issue. Structural integrity, debris associated with use of absorptive material. High costs and installation time

Opportunities : Instrumental for specific source screening .traffic noise abatement . Hollow blocks for low frequency noise control, absorptive GRC barriers .specific source Noise mitigation

Threats : Debris collection drainage issues. Structural integrity vandalism .high costs of barrier . High costs and technical complications.

Sounds at 85 dBA can lead to hearing loss if you listen to them for more than 8 hours at a time. Sounds over 85 dBA can damage your hearing faster.

Competitor 2: Xiaomi

USP : A Chinese designer and manufacturer of consumer electronics and related software, home appliances, automobiles and household hardware.

Online communication: Xiaomi adopted hunger marketing as an integral part of their digital marketing strategies . The company operated according to the emotional needs of their Target customer segment by creating a shortage of supply in purpose

SWOT ANALYSIS :

Strengths:

- 1.Affordable pricing
- 2.High quality products
- 3.Substantial profit margins

Weaknesses :

- 1.Weak brand perception

Opportunities :

1. New geographic markets
- 2.Brick and mortar stores
- 3.Green branding

Threats :

- 1.High competition
2. Poor customer service
- 3.infrastructure

Competitor 3 : Hammer

USP : Hammer's unique selling proposition (USP) is its position as India's first Athleisure tech brand, offering high-quality TWS audio gadgets and fitness bands.

Online communication : Gadgets are evolving and the market is huge, there is always a scope of sustaining in the market and thus with a vision to make these Gadgets available across India, the founders wanted to improve the lifestyle of people.

SWOT ANALYSIS :

Strengths : Hammer Strength's rugged performance strength training equipment is the most durable on the market and is designed to withstand the most intense ...

Weaknesses : The hammer is that it can be difficult to use in tight spaces or for precise tasks. Because the hammer has a fixed head, it can be difficult to control the direction or force of the nail being driven.

Opportunities :

1. Manager Agaric Const& Allied Businesses.
- 2.Sales Development Representative (Remote).
- 3.Tied Field Sales – Branch Manager – L6 – Shimla (Hammer House).
- 4.Forging line inspector.
- 5.Specification Manager.

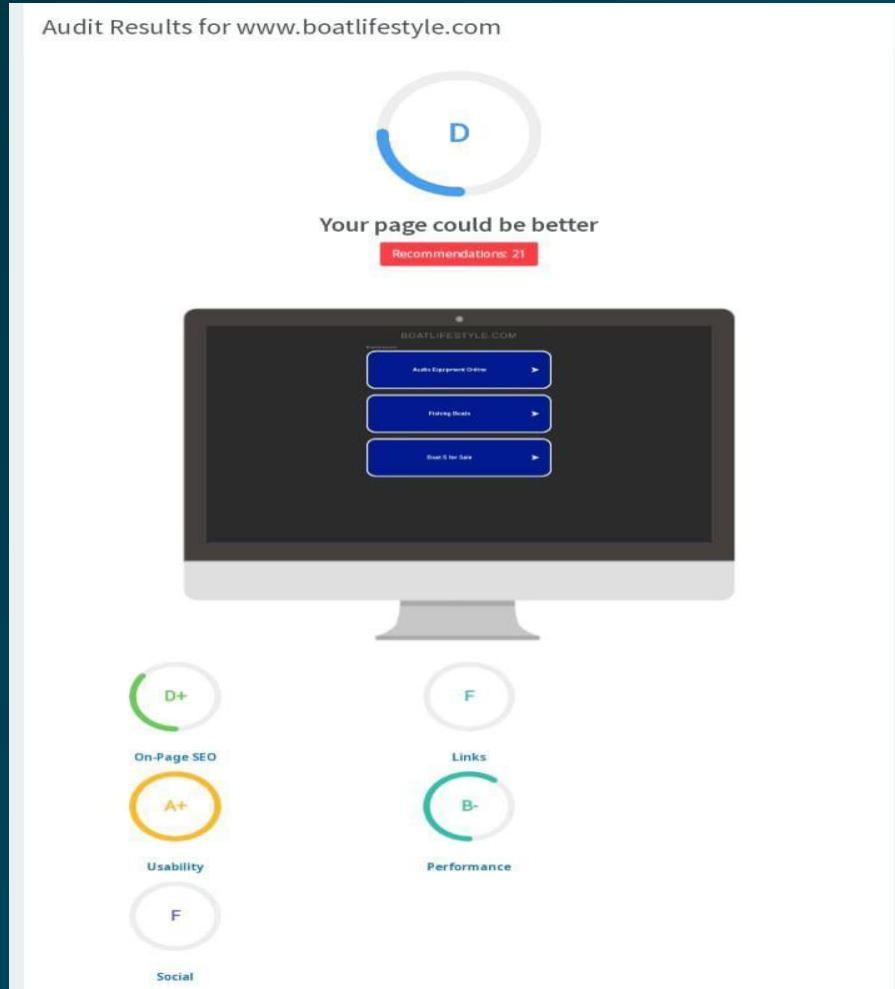
Threats :

- 1.The most apparent hammer hazard is the risk of striking injuries.
- 2.Hand Injuries.
- 3.Musculoskeletal Issues.
- 4.Hearing Damage.

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

SEO AUDIT



- This website has the SEO score of D.
- The website has a fair SEO score however it can be improved in certain aspects such as link building & Usability.

SEO AUDIT

Recommendations		
Toggle: Links On-Page SEO Social Performance Other		
Execute a Link Building Strategy	Links	High Priority
Implement a redirect to HTTPS on your website	On-Page SEO	Medium Priority
Unblock page in robots.txt	On-Page SEO	Medium Priority
Lengthen meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Improve site load speed	Performance	Medium Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Setup & install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Local Business Schema	Other	Low Priority

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.

KEYWORD RESEARCH

Keyword	Volume	Competition	KEI	No Click Searches
<input type="checkbox"/> best wireless earbuds	90,300	52	42	
<input type="checkbox"/> best bluetooth earbuds	30,000	51	40	
<input type="checkbox"/> best earbuds	22,700	51	39	
<input type="checkbox"/> best earbuds 2020	18,912	49	41	
<input type="checkbox"/> best tested bluetooth earbuds	13,900	52	35	
<input type="checkbox"/> best wired earbuds	9,400	46	43	
<input type="checkbox"/> best noise cancelling earbuds	8,900	50	36	
<input type="checkbox"/> best earbuds 2021	8,200	45	44	
<input type="checkbox"/> best budget wireless earbuds	5,700	48	47	
<input type="checkbox"/> best wireless earbuds 2021	5,400		—	
<input type="checkbox"/> best true wireless earbuds	4,500	48	37	
<input type="checkbox"/> best wireless earbuds for wo...	4,500	36	65	
<input type="checkbox"/> best wireless earbuds 2019	4,400	41	50	
<input type="checkbox"/> best cheap wireless earbuds	4,300	46	40	
<input type="checkbox"/> best cheap earbuds	4,200	37	61	
<input type="checkbox"/> best earbuds 2017	3,700	43	44	
<input type="checkbox"/> best wireless earbuds 2017	3,600	44	42	
<input type="checkbox"/> best truly wireless earbuds	3,400	48	35	
<input type="checkbox"/> best earbuds for running	3,200	42	46	
<input type="checkbox"/> best wireless earbuds for ru...	3,100	36	62	
<input type="checkbox"/> best wireless earbuds reddit	3,000	0	—	
<input type="checkbox"/> best earbuds 2019	2,900	43	43	
<input type="checkbox"/> best gaming earbuds	2,800	34	69	
<input type="checkbox"/> best wireless earbuds for an...	2,800	49	33	
<input type="checkbox"/> best workout earbuds	2,800	54	27	
<input type="checkbox"/> best wireless earbuds under...	2,600	45	39	
<input type="checkbox"/> best budget earbuds	2,300	45	38	
<input type="checkbox"/> best earbuds for gaming	2,200	40	48	
<input type="checkbox"/> best earbuds for working out	2,200	50	31	
<input type="checkbox"/> best wireless earbuds under...	2,200	41	46	
<input type="checkbox"/> best earbuds under 50	2,100	37	56	
<input type="checkbox"/> best wireless earbuds 2020	2,100	34	66	
<input type="checkbox"/> best affordable wireless ear...	2,000	49	32	
<input type="checkbox"/> best earbuds for phone calls	2,000	51	29	
<input type="checkbox"/> best earbuds wireless	1,900	47	34	

Keyword Objective: Sale oriented

- Best Earbuds in Boat company
- Best Wireless Earbuds
- Noise cancelation earbuds in budget
- Best Bluetooth Earbuds

We can use these 4 as primary keywords since they have decent volumes and are relevant to the brands products.

ON PAGE OPTIMIZATION

FOCUS KEYWORDS :

Best Earbuds in Boat company, Best Wireless Earbuds, Noise cancelation earbuds in budget, Best Bluetooth Earbuds.

META TITLE :

Best Earbuds in Boat company : Best Earbuds in budget & Noise cancelation earbuds for smart users

META DESCRIPTION :

Glide through the blog and avail yourself with all what's there related to the best earphones, wireless headsets, bass headphones, portable speakers.

CONTENT IDEAS & MARKETING STRATEGIES

MARKETING STRATEGY:

- boAt Lifestyle is an Indian consumer electronics company that specializes in audio-related products such as earphones, headphones, speakers, and smartwatches. Boat was first imagined in 2014 and finally launched in 2016 by Aman Gupta and Sameer Mehta . The company has experienced rapid growth and success in a relatively short period of time. According to its consolidated annual financial statements filed with the Registrar of Companies, boAt's revenue from operations increased 2.2X to Rs 2,873 crore during the fiscal year ending March 2022, compared to Rs 1,314 crore in FY21. Well, I guess I don't have to tell you more about the boAt.

4Ps of marketing: Product Price Place Promotion.



4PS MARKETING:

1. Product boAt focuses on product innovation and customization based on trends. They offer a wide range of audio products that are designed to cater to the preferences of their target audience. Additionally, they have collaborated with popular brands like Marvel to introduce limited edition products featuring Marvel characters, which adds uniqueness and appeal to their offerings.
2. Price boAt strategically determines the pricing of its products, considering its target audience. They recognize that their main customer base consists of college students who may have limited budgets. Hence, they aim to provide affordable options without compromising on quality, making their products accessible to their target market.



INFLUENCER MARKETING :

- BoAt is no stone left unturned regarding influencing people with influencer marketing. BoAt has not struck the deal only with influencers but also with celebrity endorsements, cricketers, content creators, and even stylists.
- Musicians like Harry Sandhu, Neha Kakkar and Diljit Dosanjh also endorse their products. Apart from that, cricketers like Shikhar Dhawan, Hardik Pandya, KL Rahul and Shreyas Iyer have long been endorsing their products

MOBILE MARKETING :

- Using this multichannel online marketing technique. boAt reaches out to its consumers through its mobile application, emails, and SMS marketing.

EMAIL MARKETING :

- boAt sends personalized messages to its existing and potential customers who agree to share their email to receive updates from them. They send quirky, catchy, and crisp emails. Whether it is updating the audience about a new product, offers and discounts or communicating their message across.

CONTENT CALENDAR :

April (2024)						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1st	2nd	3rd	4th	5th	6th	7th
8th	9th	10th	11th	12th	13th	14th
	Video tutorials			carousal posts		
	Instagram			Facebook		
15th	16th	17th	18th	19th	20th	21st
Short videos		BoAt life style post	BoAt Ads			Product Showing
Twitter (X)		Facebook	Instagram			Facebook
BoAt Ads						
Instagram						
22nd	23rd	24th	25th	26th	27th	28th
Intractive Polls		News & Update		Boat Videos	Testiminal posts	
Twitter (X)		Twitter (X)		facebook	Instagram	
		Recipe Posts				
		Instagram				
29th	30th	Key happiness				
Short videos		Recipe Posts	Short video s	Testiminal posts	BoAt Ads	
BoAt posts		Intractive Polls	BoAt posts	BoAt life style post	Video tutorials	
news & update		BoAt Videos	news & update	Product Showing	carousal posts	

CONTENT IDEAS:

- **BOAT LIFESTYLE** : Addressing The Issues Faced By Millennials Having completed two years selling earphones, headphones, speakers, travel chargers and premium rugged cables, it has clocked more than Rs 100 crore in domestic sales alone Boat Lifestyle began life as a consumer electronics startup in 2016 with the sole aim of bringing affordable, durable, and more importantly, € ~fashionable € ™ audio products and accessories to millennials. Having completed two years selling earphones, headphones, speakers, travel chargers and premium rugged cables, it has clocked more than Rs 100 crore in domestic sales alone. From just two founders, it has grown to a 32-member team, opened offices in Delhi and Mumbai, signed up celebrity brand ambassadors, and created a community of over 800,000 € ~boAtheads € ™ . Aman Gupta, Co-founder, boAt Lifestyle has been chosen as the winner of the BW Business world Young Entrepreneur Award 2019. Gupta talks about his startup in a chat with BW Business world.

WHAT DIFFERENTIATES BOAT is that it is an aspirational yet affordable brand for enthusiasts who expect the latest available technology but also seek style and affordability. It is high on style and fashion and elevates audio and mobile accessories from commodities to fashion statements that attract immediate attention and serve as conversation starters. With an in-depth understanding of the Indian market and the consumer, we know that the consumer electronics space in India lacks products design while keeping Indian use cases in mind. Given factors such as dust and heat, tropical weather, etc.

There is a huge gap in the market for products designed to be more durable and resistant to these factors while also appealing to the Indian consumer's aesthetic sensibilities. BoAt's products try to address this gap through a strong focus on product design. For instance, the use of Kevlar fiber to considerably extend the lifespan of its connector cables.



CONTENT CREATION AND CURATION

FORMAT1-STATIC POST ON EARBUDS

CAPTION: Earbuds can also cancel out background sounds, so you can hear audio content without being distracted by the people and noises around you. Wearing earbuds is common during activities such as working, video calls, running online gaming and swimming

HASHTAGS:

#boAt #earbuds #reliable
#online gaming #video calls # running

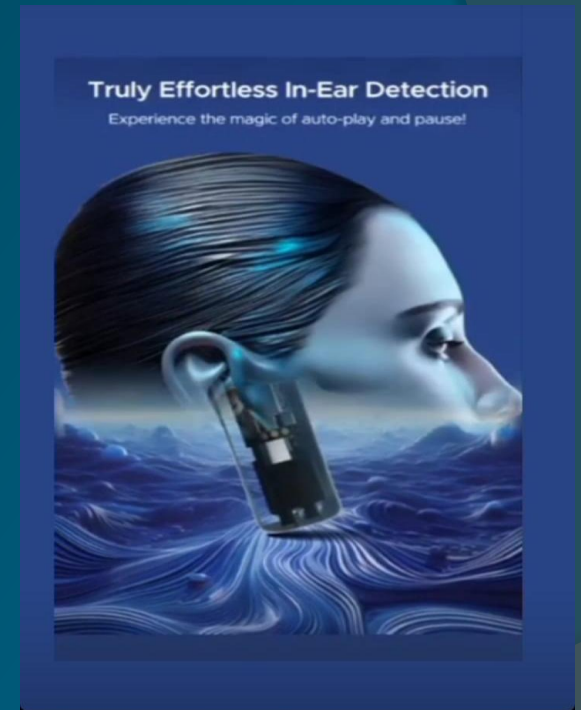


FORMAT 2-REELS POST ON HEADPHONES AN TRULY EFFECT LESS IN EAR DETECTION

CAPTION: benefit of using earbuds is that they provide better sound quality than most speakers. This is because earbuds fit snugly into the ear canal, which blocks out ambient noise. Additionally, earbuds can be set at a volume that's comfortable for you without being too loud

HASHTAGS:

#boAt #earphones #sound quality # snugly
#comfortable #speaker's



FORMAT 3-CAROUSEL POST ON SMARTWATCHES :

CAPTION: boAt smart watches fit the bill, whether you're looking to engage in physical activity or simply relax. These smartwatches offer various active sports modes, including cycling, exercise, running, walking, climbing. And more, making it convenient to maintain your fitness regimen.

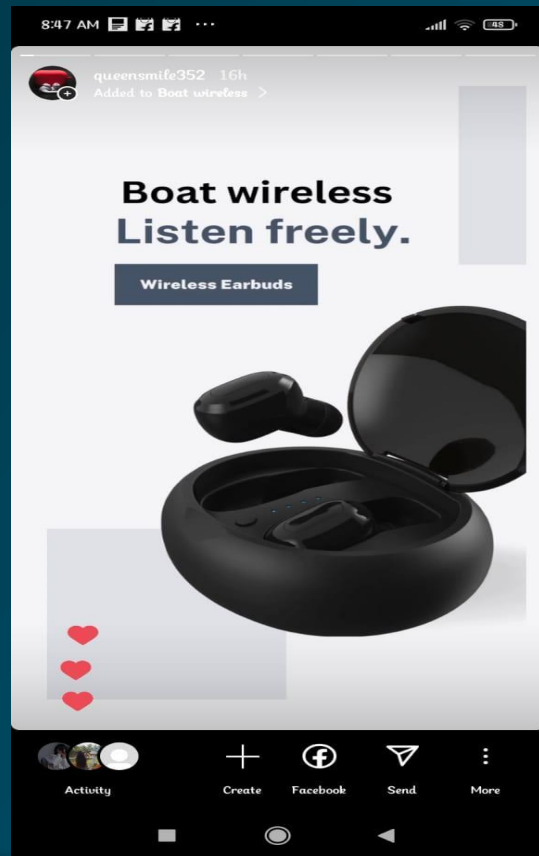
HASHTAGS:

#boAt #smartwatches #fit the bill
#best product
#fitness regimen



INSTAGRAM STORY SCREENSHOT :

<https://www.instagram.com/queensmile352?igsh=MTEzMHIrd2kycDhycw==>



HIGHLIGHTS FOR STORY :


<https://www.instagram.com/queensmile352?igsh=MTEzMHIrd2ky>

queensmile352 ▾ ●

@

+

≡



10

posts

17

followers

0

following


Boat

smart device (brand) we produce smart watchs for men or women's,youth,wireless and Bluetooth headphones,earphones for 🎧love


Edit profile

Share profile


+ 👤




smart watches



boat airdopes

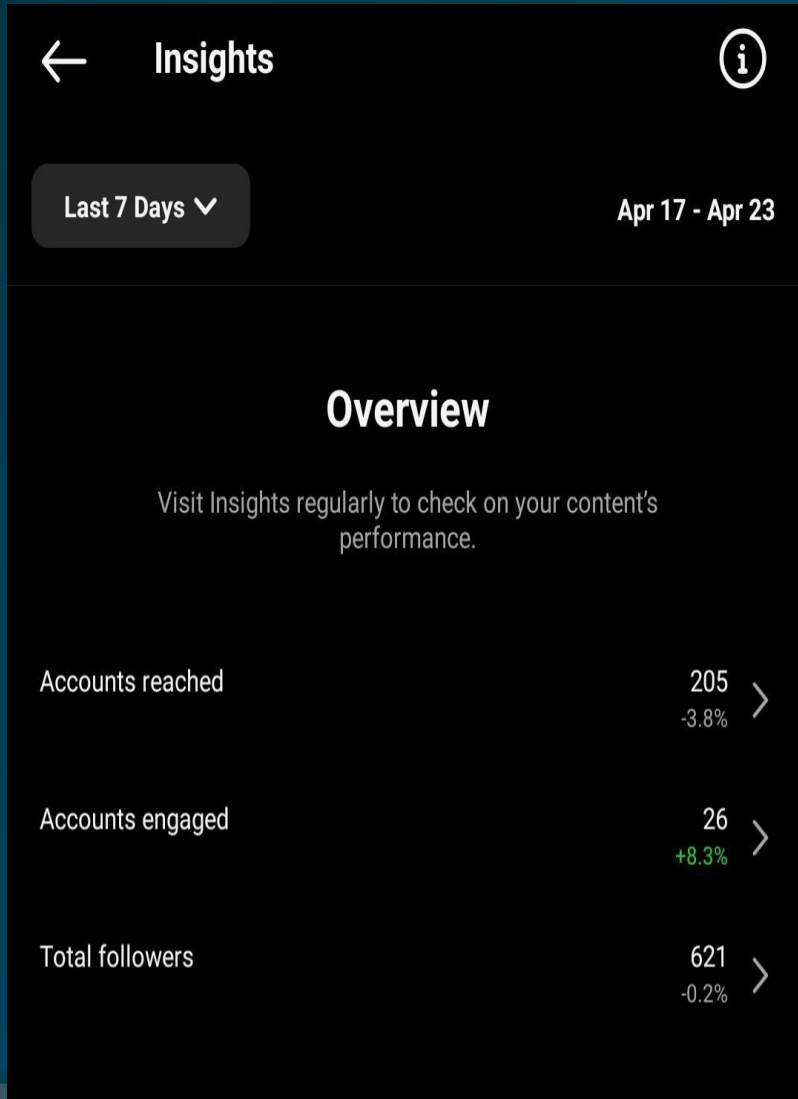


boat lifestyle



Boat wireless

INSIGHTS :



STORY INSIGHTS Q&A

- Reach in 205
- Impressions in 150
- Likes is 50