

Name: -k.Sandhya Rani

Department: - B.com computer

College: - Vasavi Mahila Kalasala

Team Id: -LTVIP2025TMID21819

COMPREHENSIVE DIGITAL MARKETING FOR HYUNDAI MOTOR COMPANY.



Introduction:

The Hyundai Motor Company, part of the Hyundai Motor Group, has its origins dating back to 1947 when Chung Ju Yung founded the Hyundai Engineering and Construction Company. In 1967, Chung Ju-Yung established the Hyundai Motor Company in Seoul, South Korea, and released the brand's first model, the Cortina, in cooperation with Ford Motor Company in 1968.



Brand Study, Competitor Analysis & Buyer's/Audience's Personal

- **Research Brand identity:** We at Hyundai are at the forefront of all this future-defining progress as a smart mobility solution provider. Progress needs new perspectives to move forward



- **Competitor Analysis:** Hyundai's main competitors include Toyota, Honda, Nissan, Ford, General Motors, Kia Motors, Volkswagen, and BMW. These companies challenge Hyundai in terms of pricing, market share, innovation, product quality, and customer satisfaction.



➤ Buyer's/Audience's persona:

Hyundai has identified a wide range of target audiences, including college students, families, and retirees. With a strong focus on providing reliable and affordable cars with modern designs, Hyundai has positioned itself as a brand that offers high-quality vehicles at reasonable prices. This positioning strategy has resonated with consumers in various regions, as evidenced by Hyundai's sales figures and market share.

Year	Market Share	Annual Sales
2020	4.3%	Over 4.5 million cars
2019 (India – Passenger Car Segment)	30.3%	N/A

In 2020, Hyundai achieved a market share of 4.3% globally, a testament to its strong brand positioning and competitive analysis. Furthermore, in

India, Hyundai captured a significant market share of 30.3% in the passenger car segment in 2019, showcasing the brand's popularity and customer satisfaction in a highly competitive market.

SEO & keyword Research

➤ SEO Audit:

1. **Technical SEO:** Ensure website is mobile-friendly, has fast loading speeds, and is secure (HTTPS).
2. **On-Page SEO:** Optimize meta tags, titles, and descriptions for target keywords.
3. **Content Quality:** Ensure high-quality, engaging, and informative content.

➤ Keyword Research:

Keyword	KD	Volume ↓
Hyundai Exter	Medium	>100K
Hyundai	Hard	>100K
Hyundai venue	Hard	>100K
Hyundai India share price	Easy	>100K
Hyundai Alcazar	Medium	>100K
Hyundai share price	Easy	>100K
Hyundai Creta	Hard	>100K
Hyundai ipo gamp	Easy	>100K
Hyundai apo	Easy	>100K
Hyundai motor India share price	Easy	>10,000

➤ On page optimization:

For **on-page optimization**, which takes place directly on the website, Google Search Console and Google Analytics will be your two primary tools. They are directly connected to your website and provide insights into indexing errors, keyword rankings, technical issues, traffic sources, user behaviour, etc. For deeper analysis, competitor tracking, or creating a prioritized action plan, use professional SEO software, like SE Ranking and similar.



Content Idea Generation & Strategy

➤ Content Idea generation & Strategies:

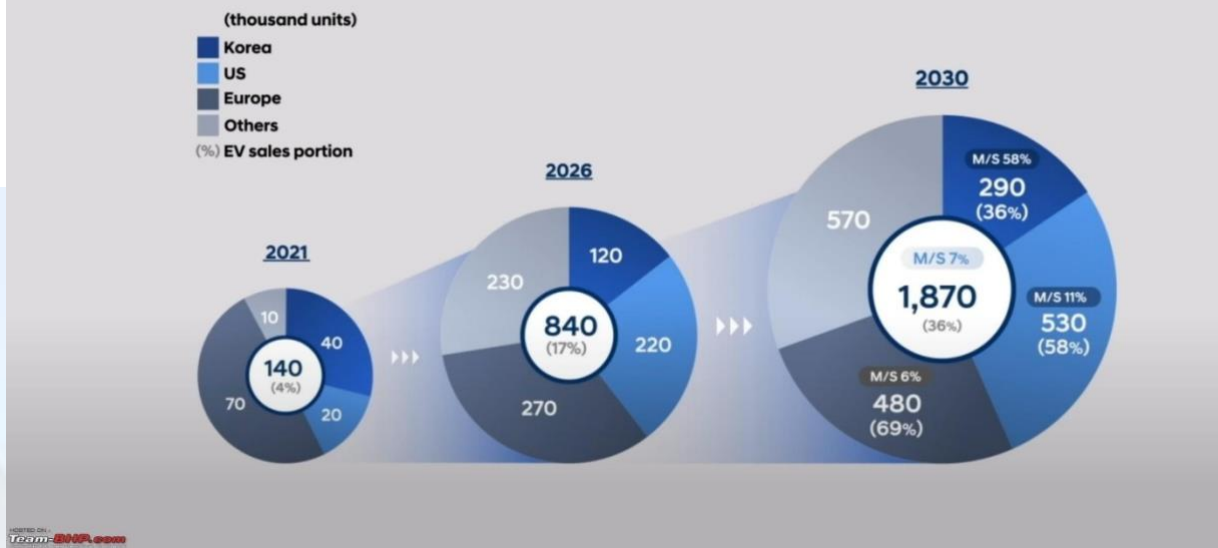
- Hyundai to transition into Smart Mobility Solution Provider by 2025 with two pillars - Smart Mobility Device will expand beyond automobiles to include Personal Air Vehicle (PAV), robotics, last-mile mobility - Smart Mobility Service will offer personalized services and contents on integrated platform
- Hyundai announces a set of strategic goals - achieve balanced and steady growth - - - boost profitability with enhanced customer value and cost structure innovations sell 670,000 BEVs and FCEVs annually; become top three EV manufacturer by 2025 offer most new models with EV

drivetrain by 2030 in major markets, 2035 in emerging markets



- Hyundai identifies financial targets - Invest KRW 61.1 trillion into R&D and future technologies through 2025 - - Target operating margin of 8% in automotive business, 5% market share by 2025 Buy back KRW 300 billion shares from market through February 2020

EV Sales Target by 2030



➤ Marketing Strategies:

1. Product innovation: Hyundai introduces new features and technology in its vehicles.
2. Digital marketing: Utilizing social media, email marketing, and online advertising.
3. Cause marketing: Addressing consumer concerns directly.
4. Creative advertising: Leveraging storytelling and emotional connections.
5. Sponsorship: Aligning with popular interests through strategic sponsorships.
6. Influencer marketing: Embracing digital and experiential marketing.
7. Customer-centric approach: Committing to innovation and sustainability.



Content Creation and Curation

➤ Post Creations:





Hyundai's design philosophy takes us on an engaging journey, seamlessly blending design into people's lives as it adapts and evolves alongside them. This reflects our distinctive viewpoint

► **Designs Editing:**





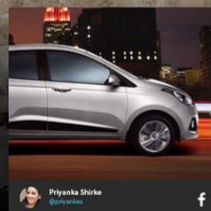
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➤ Email Ideation and Creation:



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36 MOS.
\$2,999 DOWN

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BRAND NEW 2016
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AUTOMATIC, POWER WINDOWS / LOCKS / MIRRORS
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MSRP \$19,355



MSRP.....\$19,355
RETAIL BONUS CASH.....\$1,000
LOYALTY / CONQUEST.....\$500
MILITARY.....\$500
COLLEGE.....\$400
HERB CHAMBERS DISCOUNT.....\$1,831

BUY FOR
\$14,999

FINANCE FOR
\$166 /MO*
72 MOS.
\$2,999 DOWN

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BRAND NEW 2016
SONATA SE W/PZEV
AUTOMATIC, POWER WINDOWS,
POWER LOCKS, BLUETOOTH
STK# P40070
MSRP \$22,710



LEASE FOR
\$65 /MO*
36 MOS.
\$2,999 DOWN

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BRAND NEW 2016
TUCSON SE
CRUISE CONTROL, POWER WINDOWS,
REAR VIEW CAMERA
STK# 16609
MSRP \$26,020



AWD

LEASE FOR
\$139 /MO*
36 MOS.
\$2,999 DOWN

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BRAND NEW 2017
SANTA FE SPORT 2.4L
6 SPEED AUTOMATIC
STK# 17023
MSRP \$28,270



AWD

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