

DIGITAL MARKETING

PROJECT TITLE: Comprehensive Digital

Name: Shaik. Ayesha Siddiqa

Team ID: LTVIP2025MID25263

Marketing For Hyundai Motor Company



Here's a brand study for Hyundai Motor Company:

- **Brand Overview:**

Hyundai Motor Company is a South Korean multinational automotive manufacturer founded in 1967. The company has grown to become one of the largest automakers in the world, producing a wide range of vehicles, including Sedans, SUVs and electric cars.

- **Brand Identity:**

Hyundai's brand identity is built around the following elements:

1. Logo: Hyundai's logo features a stylized "H" shape, which represents the company names and values.
2. Typography: Hyundai's typography is modern and sleek, reflecting the company's focus on innovation and technology.
3. Tone of Voice: Hyundai's tone of voice is friendly, approachable and informative.

Competitor Analysis



Direct Competitor:

1. Toyota: known for its reliability and durability.
2. Honda: famous for its fuel efficiency and affordability.
3. Nissan: known for its innovative technology and stylish designs.
4. Kia: Hyundai's sister company, known for its affordable and feature-packed vehicles.

- **Indirect Competitor:** Electric vehicle, Alternative Transportation modes etc.,

- **Hyundai Competitive Advantages:**

1. Innovative Technology: Hyundai is investing heavily in electric vehicles, autonomous driving, and mobility services.
2. Stylish Designs: Hyundai's vehicles are known for their sleek, modern designs.
3. Affordable Prices: Hyundai offers competitive pricing across its lineup.
4. Global presence: Hyundai has a strong presence in markets worldwide.

- **Hyundai Competitive Disadvantages:**

1. Limited Brand Recognition: Hyundai is still working to establish itself as a premium brand.
2. Limited Luxury Offerings: Hyundai's luxury offerings are limited compared to Competitors.
3. Aging Product Lineup: Hyundai product lineup is aging and in need of refresh.



Buyer's/Audience's Persona

1. Demographics: 25-55 years old, middle to upper, middle-class individuals and families.
2. Psychographics: Values reliability, comfort, safety and sustainability.
3. Goals and Aspirations: Reliable transportation, fuel efficiency and low maintenance costs.
Aspirational goals are to be luxury and advanced technology.
4. Main points and concerns: Cost affordable, concerns about road safety and vehicle reliability.

Seo and Keyword Research:

For Hyundai Motor Company's SEO and Keyword Research, focus on keywords related to their core offerings (vehicles, technology and future mobility), their brand positioning (modern premium) and specific models like IONIQ6 (Hyundai USA) Hybrid (Hyundai USA) and SANTA FE (Hyundai USA)

- **SEO Audit:**

1. Technical SEO Audit: Ensure website is Mobile-friendly, fully secured with HTTPS, and has fast loading speed.
2. Content Analysis: Ensure high-quality, content freshness, and informative content.

- **Keyword Research:**

Keyword research for Hyundai's Motor Company involves identifying the most relevant, high traffic related to Hyundai's product such as Brand-Specific like (Hyundai models), Innovations and Technology such as (electric cars, hybrid vehicles and smart sense).

- **On Page Optimization:**

1. Title tags: Title tags should be unique and descriptive.
2. Image Optimization: Images should be optimized for both speed and SEO by using proper file formats and alt test.
3. Keyword Optimization: Use primary keyword and secondary keywords naturally throughout the content.
4. Heading Tags: Organize the content with Header tags like (H1, H2, H3... etc.)

Content Idea's And Marketing Strategies

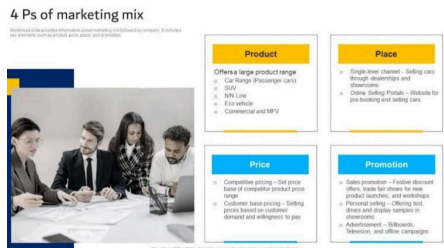
Hyundai Motor Company, focuses on product-centric content like Model Features and Benefits, car comparisons, Smart mobility, highlighting EV Models and also targeting middle to upper income members.



- **Content Idea Generation and Strategy:**

Hyundai Motor is making significant strides in its quest to become a global top-tier player in the EV market. By 2030, Hyundai Motors aims to add 1 million units of production capacity to sell 5.55 million vehicles globally.

- **Marketing Strategies:**



Hyundai Motor Company's marketing strategies in India, focus on Content marketing, Social Media marketing, Event marketing and targeting middle to upper income professionals. They also emphasize a customer-centric approach, aiming to provide quality time and transition into a smart mobility solution.

- **Content Creation and Curation:**

In content creation we should define your goals, know your audience, choose a format that best suits your goals such as blog posts, videos or infographics and create a High-Quality Content. And for Content Curation we should identify relevant sources, curate a variety of content and share and promote on social-media, email newsletters or other channels.

1. **Post Creation:**



First craft a Compelling Headline then write engaging content, then use visuals and optimize for SEO and include a Call-to-Action, use relevant Hashtags.

Instead of maintaining a consistent family look across the (entire) lineup we offer a variety of designs that cater to customer's unique lifestyle and preferences.

The bold new

Hyundai ALCAZAR.

Intelligent. Versatile. Intense.
6 and 7 seater SUV.

Introductory price*


1.5 l Turbo Petrol Executive MT (7S)
₹ 14 99 000

1.5 l Diesel Executive MT (7S)
₹ 15 99 000

Standard Features

- Smart entry
- LED head lamps & tail lamps
- Sequential turn indicators
- DATC
- Diamond cut alloy
- Front console armrest

*Ex showroom price, Delhi

 **HYUNDAI**

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Hyundai Motor Company uses diverse email ad campaigns and sends emails to those who focus on new vehicle launches, customer services often leveraging AI and highlighting their “Progress for Humanity” vision.