

Digital Marketing Plan

Srijan Mishra

TATA POWER

€Z CHARGE

and

TATA POWER

€Z HOME

TATA POWER

**A legacy of power and
illuminating India!**



Table of Contents

1

Brand Audit

Brand Audit & Website Audit

2

SWOT Analysis

Strengths, weaknesses, opportunities & threats

3

Target Audience

Defined target audience and behaviour

4

Corporate Positioning

Communication & platforms needed

5

Campaign Ideas

Suggested campaign for EZ Charge & EZ Home

6

KPIs

Metrics to consider in evaluating the results

1

Brand Audit

Website audit of Tata Power
and Brand audit of EZ Charge
and EZ Home.



TATA POWER



1

EZ Charge

EZ Charge makes owning an EV a breeze. Find charging stations, initiate sessions, and pay securely all through a user-friendly app or the EZ Charge card.

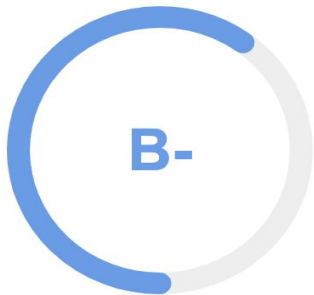


2

EZ Home

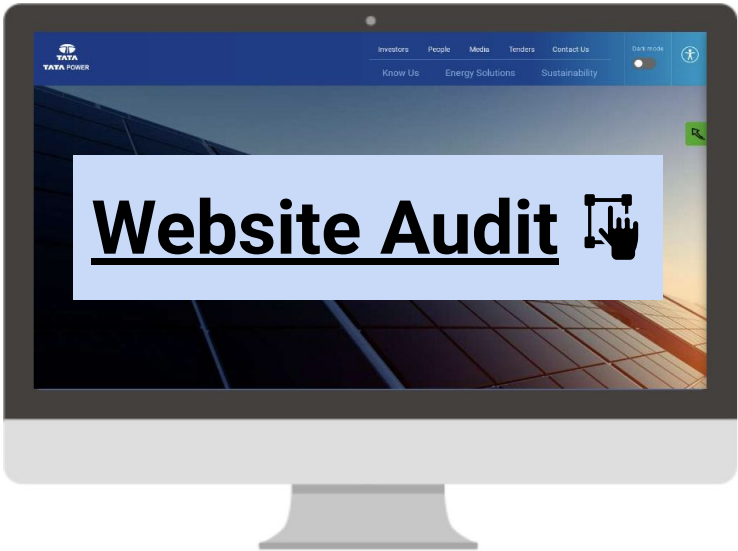
EZ Home brings smart living to your fingertips. Control appliances remotely, create automated routines, and optimize energy usage for a comfortable and efficient home.

Audit Results for www.tatapower.com

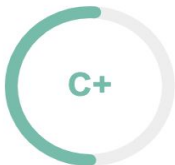


Your page could be better

Recommendations: 19



On-Page SEO



Links



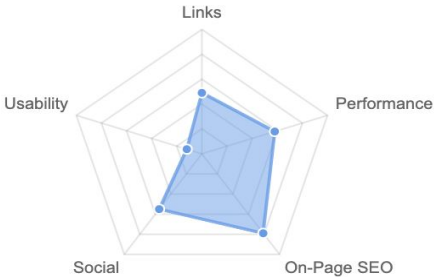
Usability



Performance

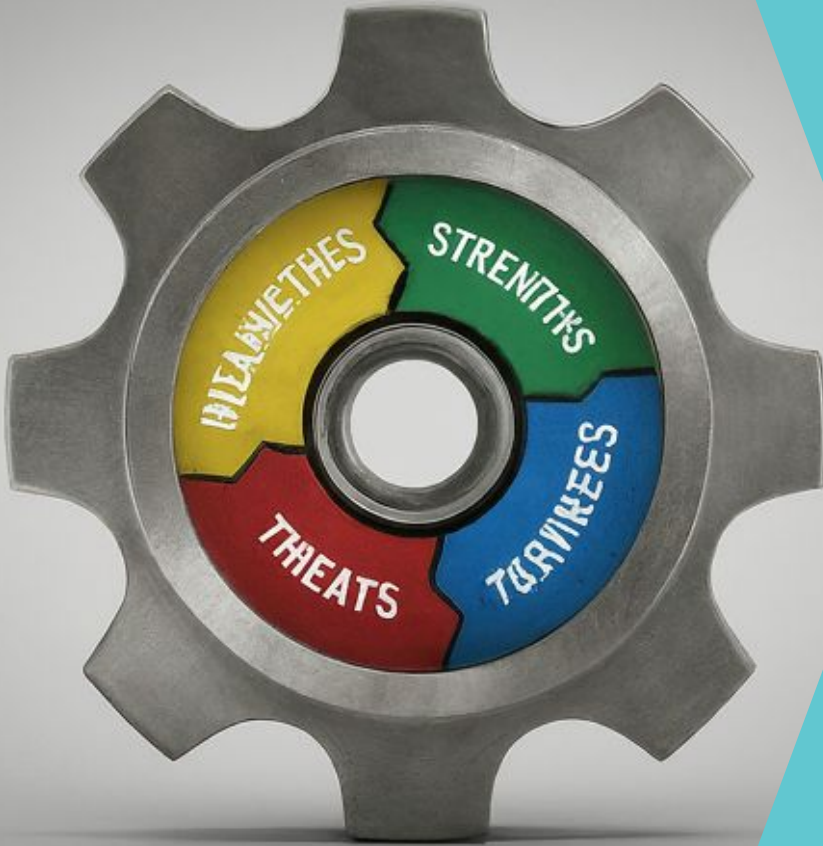


Social



SWOT Analysis

Strengths, weaknesses,
opportunities & threats



Strengths & Opportunities for Tata Power EZ Charge

Strengths:

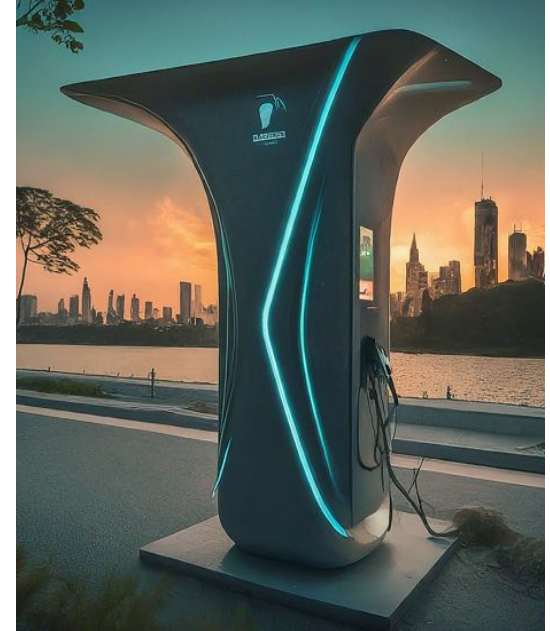
Leveraging Legacy: Backed by Tata Power's brand recognition and existing infrastructure for faster network rollout.

Expertise & Innovation: Utilizing Tata Power's energy sector experience to develop efficient charging solutions and stay ahead of the curve.

Opportunities:

Soaring EV Market: Capitalize on India's rapidly growing electric vehicle market to expand the charging network and customer base.

Strategic Partnerships: Collaborate with automakers, real estate developers, and municipalities to establish charging stations in convenient locations.



Weaknesses & Threats for Tata Power EZ Charge

Weaknesses:

Network Development: Currently in the early stages, with a smaller network compared to established players.

Profitability Model: The EV charging business model is still evolving, making short-term profitability uncertain.

Threats:

Cutthroat Competition: Face intense competition from existing and new players in the EV charging space.

Government Regulations: Regulatory changes in the EV charging sector could impact business operations and profitability.



Strengths & Opportunities for Tata Power EZ Home



Strengths

Brand Trust: Leverages the strong reputation of Tata Power, fostering customer confidence in product quality and reliability.

Seamless Integration: Offers user-friendly installation and works with existing electrical wiring, simplifying the smart home transition.

Opportunities

Smart Home Boom: Capitalize on the growing demand for smart home solutions to expand product offerings and cater to diverse customer needs.

Value-Added Services: Provide additional features like voice assistant integration and data-driven insights for energy savings to enhance user experience.

Weaknesses & Threats for Tata Power EZ Home



Weaknesses

Product Range: May not offer as wide a range of smart home devices compared to established players, limiting customer choices.

Cost Factor: Premium pricing might deter some customers, especially in cost-sensitive markets.

Threats

Fierce Competition: Face intense competition from established smart home brands and new entrants offering diverse product lines.

Cybersecurity Concerns: Potential security vulnerabilities with connected devices could raise customer privacy concerns and hinder adoption.

3

Target Audience

Primary: Gen Z (18-25) in India are tech-savvy, environmentally conscious, and seek convenient solutions.

Secondary: Millennials (28-43) tech-savvy, budget friendly & long term investment approach.



Target Audience for Tata Power EZ Charge



EV Enthusiasts:

They consume content primarily through social media and respond well to visual storytelling and influencer marketing.

Early adopters of electric vehicles seeking a convenient and reliable charging network.

Environmentally conscious individuals looking to reduce their carbon footprint with EVs.

Tech-savvy users comfortable with mobile apps for locating and managing charging sessions.

Target Audience for Tata Power EZ Home



Tech-Savvy Homeowners:

Individuals interested in automating and controlling their homes remotely for added convenience and security.

Early adopters of smart home technology looking for a reliable brand with a user-friendly system.

Energy-conscious consumers seeking solutions to optimize energy usage and reduce electricity bills.



4

Corporate Positioning

Communications to be carried across various platforms and channels

Tata Power - Shaping a Sustainable Future

A Legacy of Innovation: Tata Power has a long history in India's electricity sector. They commissioned India's second hydroelectric power project in 1915, at Khopoli, with a capacity of 72 MW. This played a pioneering role in bringing hydroelectricity to the country.

Powering Progress: Tata Power contributes across the energy spectrum, from renewable generation and reliable grids to next-gen customer solutions like EV charging infrastructure.

Committed to Sustainability: With a growing focus on renewables and a commitment to carbon neutrality, Tata Power is leading India's charge towards a greener tomorrow.



Optimizing Reach & Engagement Across Social Media Platforms

Strategic Selection: Maximize impact by leveraging each platform's strengths:

- **Twitter:** Drive real-time engagement with trending topics and bite-sized content.
- **LinkedIn:** Establish thought leadership and showcase industry expertise.
- **Instagram & Facebook:** Captivate audiences with engaging stories and foster a vibrant brand community.

Compelling Calls to Action: Motivate user action with strong verbs, Examples: "Click Now to Unlock Smart Home Convenience" or "Learn More About EV Charging Solutions."

Additionally: According to recent research, in 2024 the integration of AI Chatbots & Auto response has been working wonders, by implementing we can directly engage with the audience



Overall Tone: Maintaining an Informative yet Casual and Engaging Tone

- **Informative & Engaging:** Strike a balance between informative content and a casual, engaging tone.
- **Visually Appealing:** Prioritize eye-catching visuals like infographics, memes, and short videos that resonate with Gen Z's social media habits.
- **Conversational & Relatable:** Use language and references that connect with Gen Z's interests and social media slang.
- **Fun & Positive:** Maintain a fun and positive brand image that reflects the exciting benefits of EZ Charge and EZ Home, showcasing how they can simplify and enhance your life.



5

Campaign Ideas

The BIG ideas that you have been waiting for! EZ Charge & EZ Home



Unplug & Play: The Gamified Road Trip with Tata Power EZ Charge



- Embark on a virtual adventure across India with the Unplug & Play road trip game!
- Charge your electric vehicle (EV) at virtual EZ Charge Points and answer trivia questions.
- Earn points, unlock badges, and win exciting rewards on EZ Charge services.
- Top the leaderboard and share your progress with friends!

Gamification taps into Gen Z's competitive spirit and tech-savviness. The road trip theme evokes a sense of adventure, while the trivia element educates about the EZ Charge network and its environmental benefits.

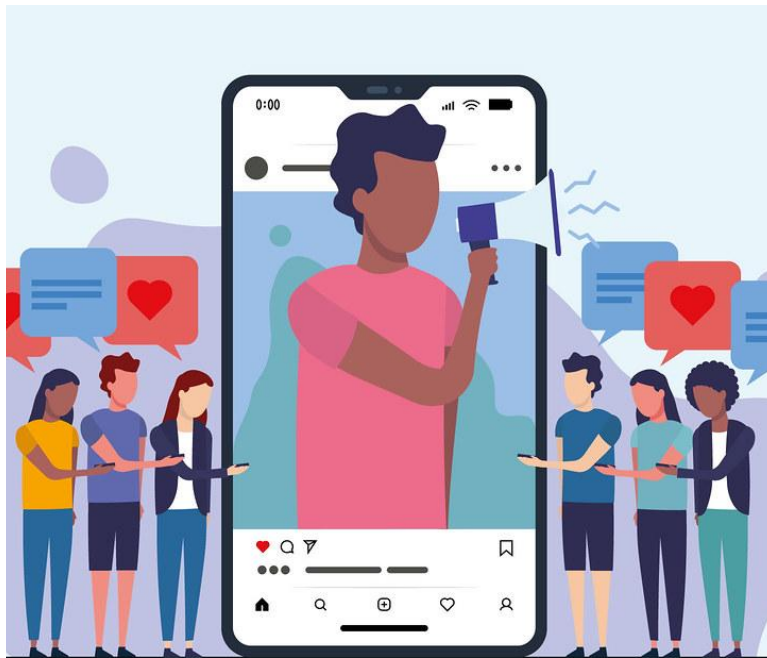
Powered by You: User-Generated Documentary with EZ Charge/EZ Home

- **Share your story and be a part of the Powered by You documentary!**
- **Submit short video clips showcasing how EZ Charge/EZ Home empowers your life.**
- **Highlight the freedom of EVs, the convenience of smart homes, or the positive environmental impact.**
- **Visit our microsite to contribute and watch the co-created documentary!**

This campaign fosters user-generated content (UGC) that is authentic and relatable to GenZ. The documentary format positions EZ Charge/EZ Home as a social movement driven by GenZ themselves.



The Sustainable Squad Influencer Challenge with Tata Power EZ Charge/EZ Home



- **Join the Sustainable Squad with your favorite Gen Z eco-influencers!**
- **Watch a week-long challenge where influencers showcase sustainable living with EZ Charge/EZ Home.**
- **See how EZ Charge reduces carbon footprint and EZ Home promotes energy efficiency.**
- **Vote for your favorite Sustainable Squad member and use branded hashtags to join the conversation!**

Leveraging the power of influencer marketing taps into Gen Z's trust in these online personalities. The week-long challenge format builds anticipation and encourages real-world application of EZ Charge/EZ Home for a sustainable future.

6

KPIs

KPIs and Metrics to determine the results of the campaigns and activities.
Website visits, app downloads, engagement, etc.



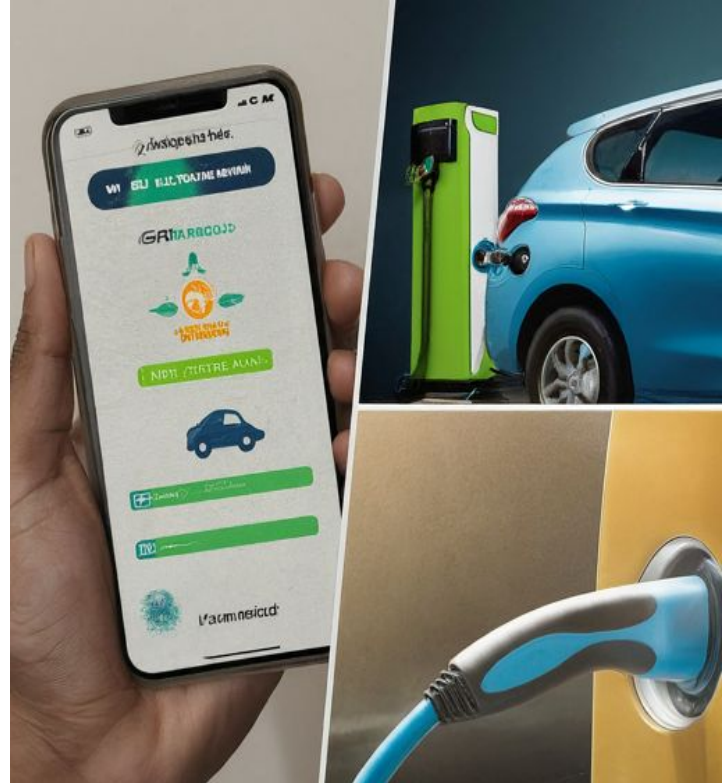
Unplug & Play and Powered by You Campaigns

Unplug & Play:

- Downloads and Active Users: Track app downloads and daily active users to gauge overall interest and user base.
- In-Game Engagement: Analyze average play time, level completion rates, and trivia question success to understand user engagement within the game.
- Social Buzz: Monitor social media mentions and shares using the campaign hashtag to measure reach and user-generated content.

Powered by You:

- Video Submissions: Track the number of video submissions received for the user-generated documentary.
- Social Media Reach: Monitor social media mentions and engagement with the campaign hashtag to measure audience participation.
- Microsite Interaction: Analyze microsite visits, video views, and user comments on the co-created documentary to assess user interaction.



Evaluating Impact - The Sustainable Squad Influencer Challenge



Brand Awareness & Engagement:

- Track social media mentions and engagement with the campaign hashtag to measure influencer reach and audience response.
- Monitor website traffic generated by the influencer challenge to assess the campaign's ability to drive users to the Tata Power website.

Campaign Performance:

- Analyze coupon code redemptions tied to the influencer challenge to understand user interest in trying EZ Charge/EZ Home solutions.
- Track website traffic conversion rates for EZ Charge/EZ Home related content during the campaign to see if influencer promotion translates to user action (e.g., signing up for a service or requesting a quote).

Tracking What Works: Optimizing Social Media Performance



Tracking Traffic & Impact:

- Use UTM parameters to pinpoint website traffic generated from each social media platform.
- Measure campaign effectiveness by analyzing website traffic and user behavior.

Understanding Content Performance:

- Monitor social media engagement metrics like likes, comments, and shares for each post.
- Analyze this data to understand what content resonates most with your audience.

Measuring Influencer Success:

- Utilize trackable links or discount codes in influencer marketing campaigns.
- Analyze these codes to measure the impact of influencer promotion on website traffic.

Sources

(1) Tata Power 'charges' electric vehicle ecosystem: Deploys 62,000 home EV

<https://timesofindia.indiatimes.com/auto/policy-and-industry/tata-power-charges-electric-vehicle-ecosystem-deploys-62000-home-ev-chargers/articleshow/105441750.cms>.

(2) Tata Power unveils Ez Charge card for EVs - Autocar India.

<https://www.autocarindia.com/industry/tata-power-unveils-ez-charge-card-for-evs-428907>.

(3) Tata Power EZ Charge - Fast EV Charging Solutions.

<https://www.tatapower.com/ezcharge/>.

(4) Tata Power launches RFID enabled EZ Charge card for all EV owners.

<https://www.overdrive.in/news-cars-auto/tata-power-launches-rfid-enabled-ez-charge-card-for-all-ev-owners/>

(5) Tata Power EZ Charge - Frequently Asked Questions and Answers.

<https://www.tatapower.com/ezcharge/faq.aspx>.

(6) Getty.

<https://media.gettyimages.com/id/607699046/photo/the-picture-featuring-tata-power-company-office-site-on-april-9-2013-in-noida-india.jpg?b=1&s=612x612&w=0&k=20&c=hzElXnDFvBRQh7zIU8LrRP4Moy8UPmQRRJgYkVSa84=>.

(7) www.tatapower.com

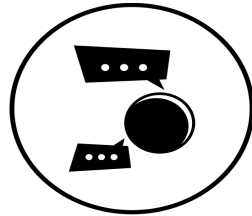
(8) wikipedia



Thank You

Do you have any questions?

srijan.web3@gmail.com | +919179585554|



SRIJAN MISHRA
Marketing Head