

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK

HAVELLS LIMITED

- Havells India Limited is a Fast Moving Electrical Goods (FMEG) Company with an extremely strong global presence, thanks to our philosophy of Make in India, extensive distribution network and world class quality.
- We firmly believe that the long-term interests of shareholders are tightly linked to the interests of our customers.
- Our customer centric approach enables us to provide the right solutions to the new customers and continue providing focused solutions to existing customers thereby creating more long term value for our shareholders.
- We are in the business of delivering superior value because that is how we measure our success at Havells.



HAVELLS

Mission

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

Values

Customer Delight : A commitment to surpass our customer expectations

Leadership by example : A commitment to set standards for our business and transactions based on mutual trust.

Integrity and Transparency : A commitment to be ethical, sincere and open in our dealings.

Pursuit of Excellence : A commitment to strive relentlessly, to constantly improve ourselves, our teams, our services and products so as to become the best-in-class.

UNIQUE SELLING POINT (USP):

- USP means Unique selling point.
- The USP of Havells is
• INTERACTIVE FEATURE WHERE PRODUCTS COULDN'T JUST BE SEEN BUT COULD ALSO BE EXPERIENCED

Tagline: “Committed to save energy”

competitors

- In this competitive world every organization have many tough competitors
- Direct competitors are businesses that offer a product or service that could pass as a similar substitute for yours, and that operate in your same geographic area.
- On the flip side, an indirect competitor provides products that are not the same but could satisfy the same customer need or solve the same problem.

Competitor 1

BAJAJ ELECTRICALS

- Bajaj Electricals Ltd is an Indian consumer electrical equipment manufacturing company based in Mumbai, Maharashtra.
- It is a part of the ₹380 billion Bajaj Group. It has diversified with interests in lighting, luminaries, appliances, fans, LPG based generators, engineering and projects



COMPETITOR 2

CROMPTON GREAVES

- Crompton Greaves Consumer Electricals Limited is an Indian electrical equipment company based in Mumbai, India.
- The company has lighting and electrical consumer durables including LED lighting, fans, pumps, and household appliances like water heaters, air coolers, and kitchen appliances.



COMPETITOR 3


PHILIPS INDIA LIMITED

- At Philips, our purpose is to improve people's health and well-being through meaningful innovation. We aim to improve 2.5 billion lives per year by 2030, including 400 million in underserved communities.
- As a technology company, we – and our brand licensees – innovate for people with one consistent belief: there's always a way to make life better.



USER PERSONA

- A user persona is a fictional representation of your ideal customer.
- We have collected the user persona of a employee who works in a electrical appliances company.
- We collected his demographics and area of interests.



SHYAM KUMAR

Demographic info

Age
25

Location
VISAKHAPATNAM

Family Status
MARRIED

Education level
GRADUATE

Income level
20000

Motivations (goals)

- Professional look and feel of all documents that he produces and presents or shares with other people
- Producing documents that are easy to understand, fast to grasp for new team members, tell C boards a story
- Creating an action plan for the project with dates and budgets

Jobs to be Done

- Collaboration
- Stakeholder alignment (explain, convince).
- Not having all insights at hand
- Data validity
- Having to defend his point of view during presentations as some colleagues tend to speak against certain conclusions.

Factors influencing buying decisions

- QUALITY AND DURABILITY
- GOOD CUSTOMER SERVICE

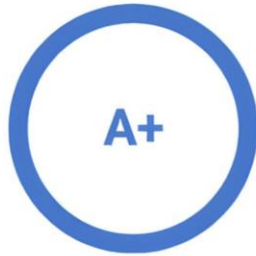
Communication

Channels
INSTAGRAM, LINKEDIN, FACEBOOK

Content types and formats
VIRTUAL CONTENT

SEO AUDITING KEYWORD RESEARCH

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

SSL Enabled

Your website has SSL enabled.



3,525,563

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.





Position	Keywords	
Position 1	2,034	■
Position 2-3	2,341	■
Position 4-10	6,873	■
Position 11-20	7,684	■
Position 21-30	8,422	■
Position 31-100	64,797	■

Key word research

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
havells	 HI	1
havells	 EN	1
fans	 HI	2
switches	 HI	1
switches	 EN	1
fans	 EN	3
fan havells	 HI	1
fans havells	 EN	1
fans havells	 HI	1
havells fan	 HI	1

Content Ideas and Marketing Strategies



- *By following the calendar we have reached our objectives.*
- *As the part of marketing we have designed few posters and also advertising videos.*
- *Attracting the people towards the organization totally depends on the way we showed about the organization.*
- *Its been a tough challenge to our team to get thoughts regarding content.*
- *We have explored different faces of the organization, like their infrastructure, about their clients and we heard the reviews of the employees of the organization.*
- *After this we have discussed together and made this content.*

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

- We have chosen 3 formats for marketing our products. By these three formats we have increased brand awareness and also website traffic.

FORMAT 1 : Advertising in linked ln.

AIM : To reach more audience around the world.

Date : 27-07-2023

IDEA : Havells new product launch

FORMAT 2 : Creating ads and posting in social media

AIM : To create brand awareness

Date: 27-07-2023

Idea : Havells season end sale.



- ▶ **FORMAT 3** : creating videos
- ▶ **AIM** : To create brand awareness and to reach more audience
- ▶ **Date**: 27-07-2023
- ▶ **Idea** : Havells mind blowing offers.

HAVELLS

Instagram stories



 Water Heater ⚡ 87w

Get instant hot water shower
and save 70% power with
Havells Instanio



#ShowerThatSavesPower



LED INDICATOR



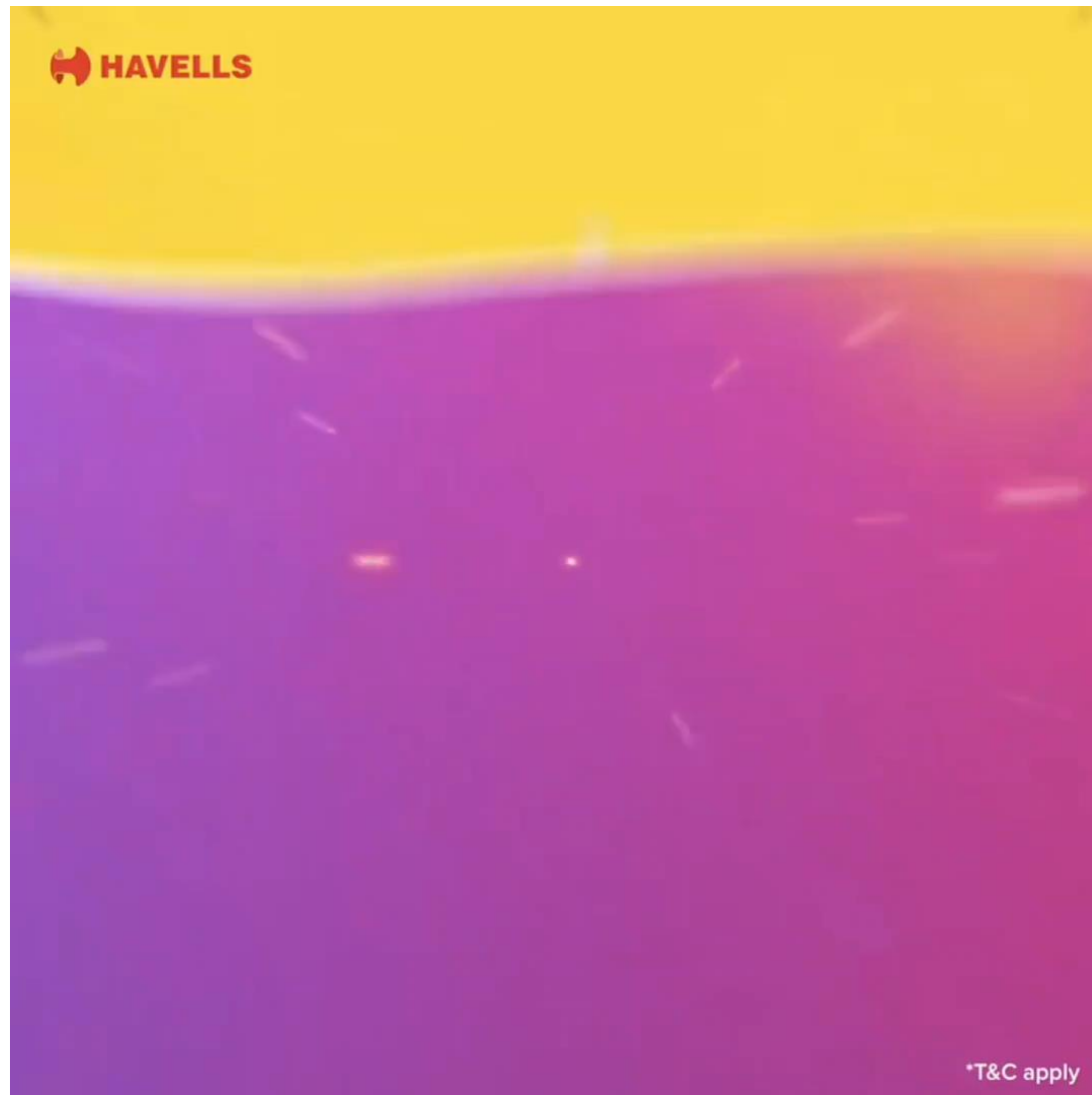
INNER TANK



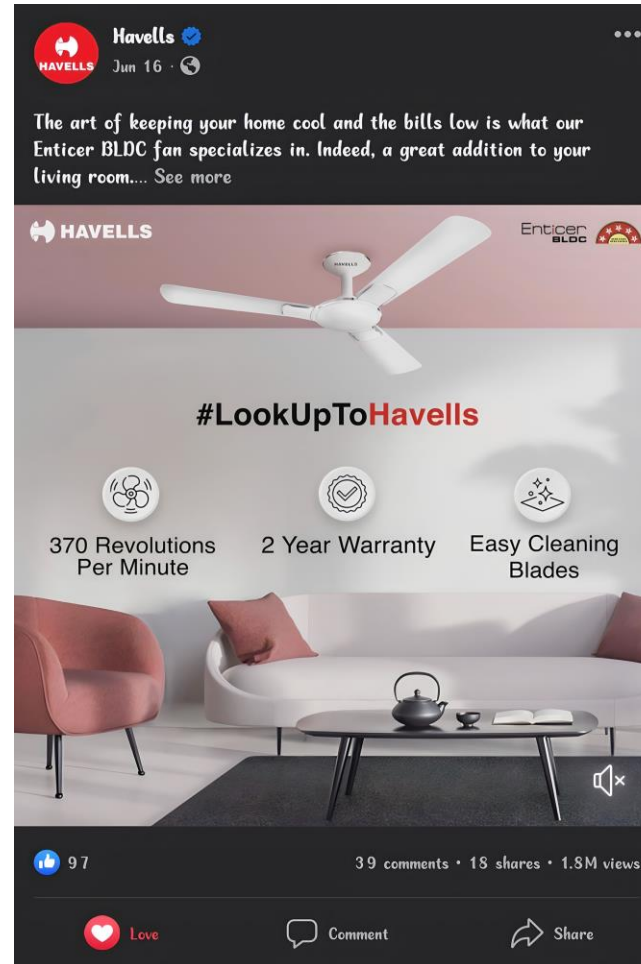
OUTER BODY

 [SHOP.HAVELLS.COM](https://shop.havells.com)

Video Designing



Social media ad campaign



We have ran this campaign through Facebook.

Havells 5d · 🌐

There's no room for compromise when it comes to your water and so we bring you nothing short of the very best with Gracia Alkaline Water Purifier! With 8 stages of purification that delive... See more

HAVELLS GRACIA ALKALINE WATER PURIFIER

 **Sahi pani ka sign,
Havells Alkaline.**



 8 stage purification  Hot, warm and ambient water dispensing  8+ pH  Stainless steel tank

55 5 comments · 11 shares

Like Comment Share

- *As the part of marketing we have conducted a ad campaigns in different social media platforms.*
- *For each campaign we have targeted different audience according to their demographics and interests.*
- *By doing this campaign we have reached our objectives , to create web traffic and increasing brand awareness.*

Email ads campaign

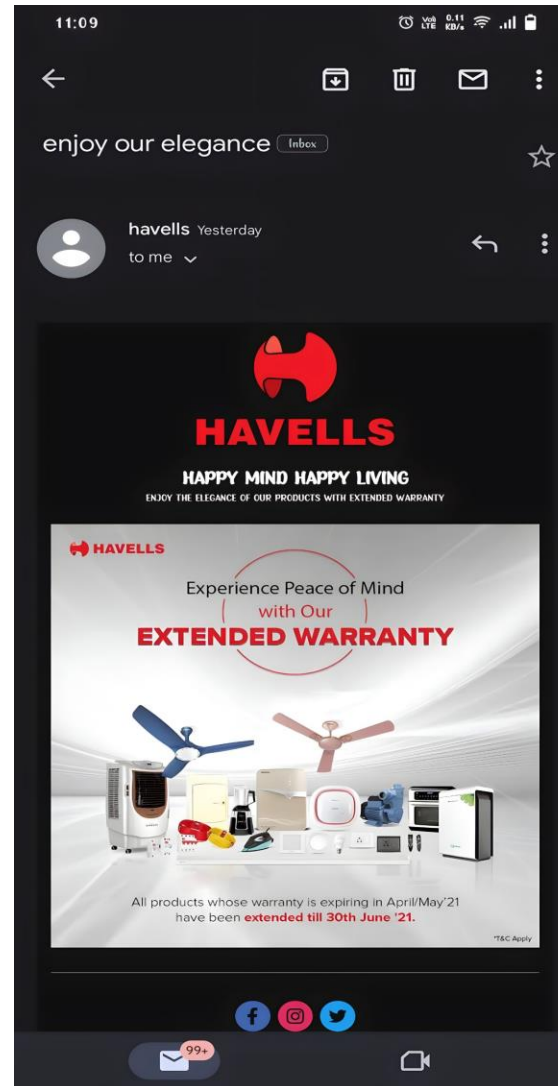
Email 1

Brand awareness:

- We have used this email for creating more brand awareness of the brand products.



- ▶ EMailer 2: Lead generation
- ▶ We have created this mail for generating leads.



CHALLENGES FACED AND LESSONS LEARNED

- By doing this project we have learnt many new things.
- We have faced many challenges while doing SEO part and content making ideas.
- For this project we have explored many websites and read few magazines to know more about the organization.
- By doing these things we have improved our abilities.
- By this project we have enhanced our communication and presentation skills.