COMPREHENSIVE DIGITAL

MARKETING PROJECT WORK ON

BOAT
LIFESTYLE

OUR TEAM

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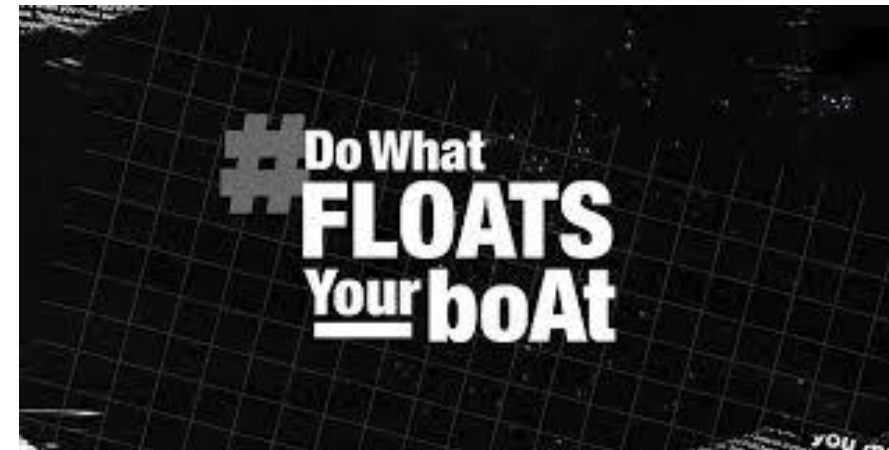
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#Do What FLOATS Your boAt

INTRODUCTION

► boAt is an Indian company that market audio –focused electronic gadgets like wireless speakers, earbuds (Airdopes), wired and wireless headphones and earphones, home audio equipment, premium rugged cables, and selection of other technological accessories.

BRAND RESEARCH AND IDENTITY

BRAND IDENTITY :

▶ The name boat reflect a casual, trendy vibe .

▶ The logo boats can symbolize many things, including : courage, journey, leaving behind, Getting into your zone.

UNIQUE SELLING PROPOSITION (USP) :

▶ Affordable, durable, and ultra –fashionable.

BRAND MESSAGING :

▶ Tag line : plug into Nirvana means achieving complete peace and enlightenment through perfect music, which connects deeply with the soul and brings a sense of tranquility

Nirvana is a place of perfect peace and happiness, like heaven

COMPETITOR ANALYSIS

The top competitors of the boat are :-

Gonoise, Mivi, and Skullcandy .

Gonoise :-

Genoise is the biggest rival of boat. It is headquartered Gurgaon, Haryana, India and was founded in 2014 . Gonoise competes in the electronic equipment industry

Mivi:-

Mivi is the biggest rival of boat .It is headquartered in Telangana, Andhra Pradesh, India and was founded in 2015. Mivi also operates in the electronic equipment industry.

Skullcandy:-

Skullcandy is also one of the top competitors of boat .It is headquartered in park city,Utah and was found in 2003.

skullcandy also works in the electronic industry.

BUYER'S PERSONA

In practice, buyer personas can help drive many essential proccesses within a company. Here are a few examples:

Product Development - Buyer personas offer valuable insights into needs, preferences, and pain points of the target audience.

Market Strategy- Buyer's personas help business understand audience motivations and behaviour's, Which can help craft messaging that drives engagement.

Working with buyer's persona can help: guide product development inform content generations efforts.

BUYER'S/AUDIENCE'S PERSONA :

• Sales Infrastructure -Buyer personas can help you identify the most effective sales channels and tactics for your target audience so businesses can tailor their sales approach.

• Customer Support -Buyer Personas can help you provide better customer support by understanding your audience's communication preferences and support need
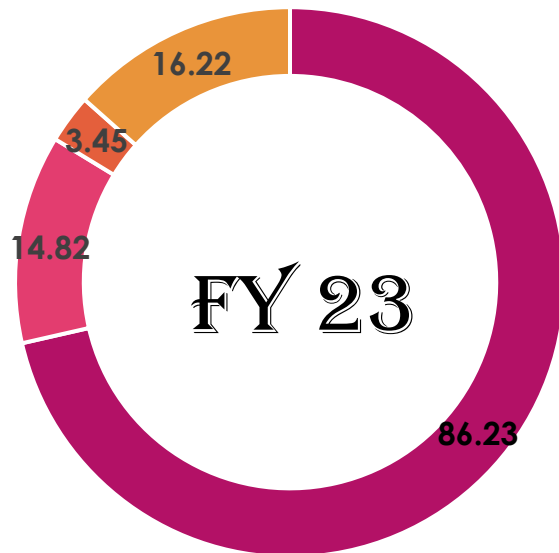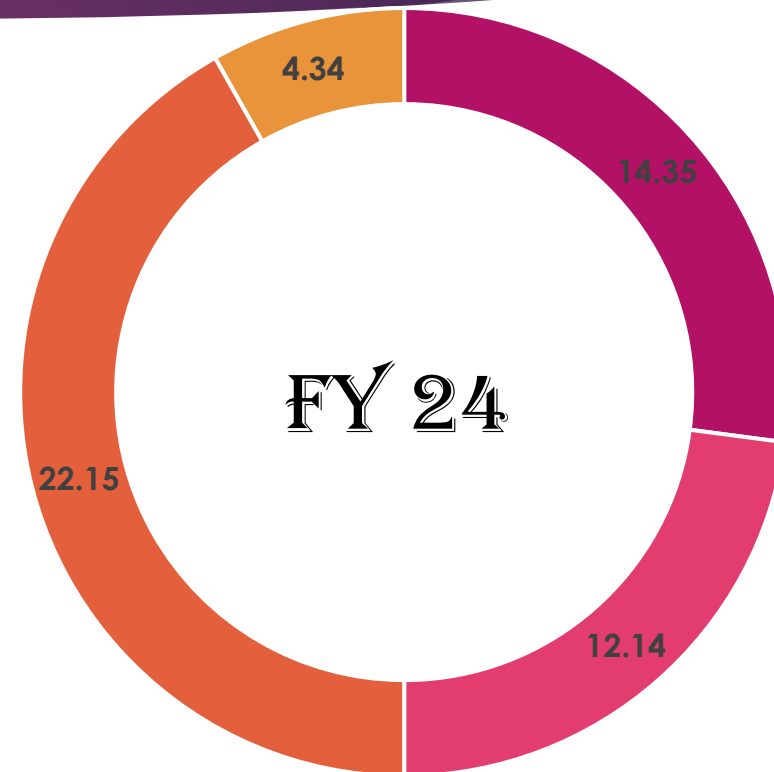
SEO & KEYWORD RESEARCH

SEO Audit :

Report on the Audit of the Standalone:

• An SEO audit is the process of evaluating how well your website is optimized for search engines.
• It identifies errors that can prevent your site from ranking well and opportunities that can help you gain more visibility.
• An SEO audit usually covers areas like: Indexing and Crawlability User experience Site architecture Competitor bench marking.
• Keyword research On - page SEO Backlink profile, It is basically an overall "health check" for a website.

BOAT LIFESTYLE BACKLINKS ANALYTICS

FY 23

16.22
3.45
14.82
86.23

- Cost of procuring stock in trade
- Employees Benefit Expenses
- Commission expenses
- Others

FY 24

4.34
14.35
12.14
22.15

- Advertisement & Promotion
- legal and professional Fees
- Discounts
- Telephone Postage

KEYWORD RESEARCH

OBJECTIVES FOR KEYWORD RESEARCH :

I. TO INCREASE WEBSITE TRAFFIC :

As keyword research helps us know which key words are used by target customer mostly, by this we can improve our website traffic.

2. TO IMPROVE ORGANIC SEARCH RANKING:

By keyword research we can know which key words are performing best. which high search volume and lower competition, so that we can optimize our website with those key words to improve organic search ranking.

3. TO REACH OUT MORE AUDIENCE :

Keyword research helps us find out which keys are god to target out prospective customers and so that we can use those keywords in our website's content.

KEYWORD RESEARCH

KEY INSIGHTS:

1. Targeted content creation:

Keyword research helps identify the topics and questions that your target audience is searching for. By incorporating these keywords into your content strategy, you can create valuable, relevant content that meets the needs of your audience.

2. Enhanced user experience:

Understanding user search intent through keyword research allows you to align your content with what users are looking for. This improves the overall user experience on your website, leading to increased engagement, longer visit durations, and lower bounce rates

3. Competitive Advantage:

By focusing on these untapped keywords, you can gain a competitive advantage and attract targeted traffic that your competitors are missing out on

CONTENT IDEAS & STRATEGIES

CONTENT MARKETING:

• Create engaging and informative blog posts, videos, and infographics that highlight the features, benefits, and use cases of boAt products.

• Optimize content for SEO to improve visibility and attract organic traffic from search engines.

Interactive Content :

• Engage your audience with interactive content such as polls, quiz's, or interactive product demos.

• This not only entertains your audience but also provides valuable insights into their preferences and interests.

User-Generated Content Campaigns:

• Encourage users to share their own experiences with boAt products through user-generated content campaigns. Offer incentives such as discounts or giveaways for the best submissions.

MARKETING STRATEGIES :

Targeted Social Media Campaigns:

• Utilize platforms like Instagram, Facebook, and Twitter to showcase boAt products through visually appealing content such as photos, videos, and stories.

• Leverage Targeted Advertising to reach specific demographics interested in tech gadgets, fitness, outdoor activities, or music.

• Influencer Partnerships: Collaborate with influencers, tech reviewers, lifestyle bloggers, and fitness enthusiasts to promote boAt products to their audiences.

Product Unboxing and Reviews:

• Create engaging unboxing videos that showcase the packaging and initial impressions of boAt products.

• Follow up with detailed reviews that delve into the features, performance, and user experience of each product.

MARKETING STRATIGES

IIDE Logo :

• Sponsor Local community events, sports tournaments, or music festivals to showcase boAt products and engage with potential customers. User-Generated Content (UGC)

• Campaigns: Encourage customers to share their experiences with boat products on social media using branded hashtags or tagging the company.

• Feature user-generated content on boat s official channels to build trust, authenticity, and social proof.

Interactive Experiences :

• Host virtual events, webinars, or live Q&A sessions where customers can interact with boat experts, & learn about new products, and get their questions answered in real-time.

• Develop interactive demos or virtual try-on experiences that allow customers to explore boAt products virtually before making a purchase.

• Customer Engagement and Support Provide exceptional customer service through multiple channels such as live chat, email, and social media to address inquiries, resolve issues, and build positive relationships with customers.
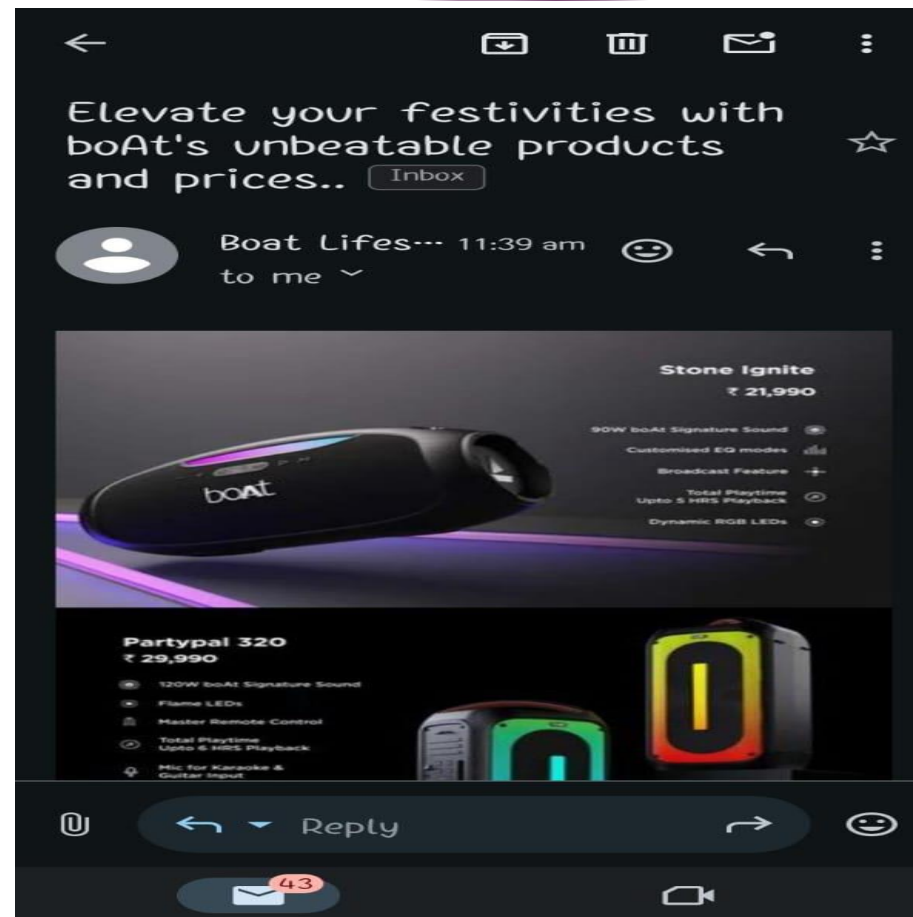
POST CREATION

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https://www.instagram.com/p/DHAcM06hF9e/?igsh=Ynl2YmR0bWkyNWZ6

EMAIL AD – CAMPAIGN

EMAIL MARKETING

Email Marketing:

It involves sending emails to current and potential customers to achieve goals like brand awareness, engagement, lead nurturing, and sales.

• Over 4 billion email users worldwide make it an essential channel.

• Measure email marketing performance through open rates, bounce rate, Conversion rate, Click through rate etc.. Which helps to track email performance metrics for optimization .

Benefits of Email Marketing:

1. Brand Awareness:

Share valuable content aligned with your brand identity.

2. Generate Website Traffic:

Drive traffic by sharing article snippets or using CTAs.

3. Drive Sales and Revenue:

Promote products, offer discounts, and use upselling techniques, Boost Other Channels Integrate email with social media, landing pages, and blogs.

SOCIAL MEDIA AD CAMPAIGNS
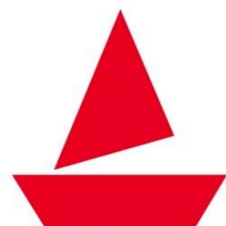
SOCIAL MEDIA AD CAMPAIGNS

Social media networks have become powerful platforms for advertising, Here are some key insights from Research:

- **Effectiveness Assessment Factors:**

Researchers identify various factors that influence the effectiveness of advertising campaigns on social media networks for boAt lifestyle products :

Out of 3 primary assessment factors, eight primary factors stand out:

1. Sales

2. Content reach

3. Traffic to website

4. Impressions

5. Frequency

6. Relevance score

7. Leads

8. Audience growth

boAt Lifestyle

THANK YOU