



Comprehensive Digital Marketing Project Work



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

COMPANY / TOPIC : MARUTI SUZUKI

Brand Color: Red,Blue, Silver

Logo:



Mission/Values: Maruti Suzuki's Mission

Maruti Suzuki's mission is to provide affordable and reliable transportation to all. This mission is reflected in everything we do, from our manufacturing processes to our customer service. We believe that everyone should have access to safe and efficient transportation, and we are committed to making this a reality.

At Maruti Suzuki, we understand the importance of sustainability and social responsibility. Our mission includes a commitment to reducing our environmental impact and contributing to the communities in which we operate. By focusing on these values, we are able to create long-term value for our stakeholders while also making a positive impact on society.

Values of Maruti Suzuki

We act with professionalism and conduct ourselves with the highest sense of professionalism and ethics, and promote honesty, integrity and competency in our people

Client Centric
Quality and Excellence
Trust
Credibility
Commitment

USP: Maruti has car models in every segment with a wide price range to choose from, apart from being the most reliable name in Indian automobile market

TAG LINE: Way of Life

- Count on US
- You're The Fuel
- Happiness Family Size
- Change your Life



Way of Life!

LogoTaglines.com
THE FINEST LINE TAG.COM



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Analyze Brand Messaging:**

Maruti Suzuki is a well-established automotive brand in India and is known for its wide range of popular and affordable cars. Their brand messaging has traditionally focused on several key elements:

- Reliability and Trustworthiness:** Maruti Suzuki has built a reputation for producing reliable and durable vehicles, which is often emphasized in their messaging. They highlight the brand's trustworthiness and its commitment to providing dependable transportation options to customers.
- Affordability and Value:** One of Maruti Suzuki's core strengths is offering cars that are affordable and provide good value for money. Their marketing messages often highlight cost-effectiveness and the range of features available at competitive prices.
- Customer-Centric Approach:** The brand messaging aims to connect with customers by showcasing how their cars meet the needs and preferences of diverse consumer segments. They often emphasize customer satisfaction and focus on understanding the Indian market's requirements.
- Innovation and Technology:** While Maruti Suzuki has been known for its budget-friendly offerings, they also incorporate messaging around their technological advancements and innovative features in their higher-end models.



Maruti Suzuki brand tagline :

“Way of Life.” This tagline reflects the brand’s commitment to being an integral part of people’s lives by providing reliable, affordable, and innovative transportation solutions.

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- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: Hyundai

Hyundai: Hyundai is a South Korean automotive manufacturer and a strong competitor of Maruti Suzuki in India. They offer a diverse range of cars catering to various segments and have gained popularity for their stylish designs and feature-rich vehicles. USP is their commitment to offering high-quality vehicles with innovative features at competitive prices. They focus on providing reliability, modern design, advanced technology, and exceptional value to customers.



Competitor 2: Tata Motors

Tata Motors: Tata Motors has been making significant strides in the Indian automotive market with their new lineup of vehicles. They focus on safety, design, and innovation, and their cars have gained popularity among Indian consumers.



Competitor 3: Tech Mahindra



Mahindra & Mahindra: Mahindra & Mahindra is another major competitor to Maruti Suzuki, particularly in the SUV and utility vehicle segments. They have a strong presence in rural and semi-urban areas and are known for their rugged and capable vehicles



Types of Maruti Suzuki Products



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Name: xxxxxx Age: 32 Occupation:
Software Engineer Income: Moderate
Location: Urban area in a metropolitan
city Family: Married with one child
Interests: Commuting to work, family
outings, fuel efficiency Preferences:
Compact and affordable cars, easy to
maintain, good resale value
Challenges: Busy work schedule, traffic
congestion, and rising fuel costs.



Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

SEO Audit:

Website Analysis: Check the website's structure, user experience, and loading speed. Ensure that the website is mobile-friendly and has clear navigation. Keyword Research: Identify relevant keywords related to Maruti Suzuki's products and services, and assess their search volume and competition level. On-Page SEO: Review the website's meta titles, meta descriptions, headings, and content optimization to ensure they align with targeted keywords. Technical SEO: Look for issues like broken links, crawl errors, XML sitemap, and robots.txt file to ensure proper search engine crawling. Backlink Profile: Analyze the website's backlinks to assess the quality and authority of external sites linking to Maruti Suzuki's website. Local SEO: Verify the consistency of NAP (Name, Address, Phone Number) across directories for local search optimization. Social Media Presence: Evaluate the company's social media profiles, engagement levels, and content strategy. Competitor Analysis: Compare Maruti Suzuki's SEO performance with its competitors to identify areas for improvement.

Maruti is one of the most successful automobile companies in India has worked immensely on optimizing its platform to rank on the search engine. Whenever someone searches for Keywords like " Cars, Best Cars or anything related to Car and vehicles" the chances of results showing Maruti's article are very high. And this is all possible because Maruti has put a lot of effort into SEO.

SEO AUDIT: https://www.marutisuzuki.com/channels/arena/all-cars?form=testdrive&utm_source=google&utm_medium=cpc&utm_campaign=13799391098&utm_term=maruti%20suzuki&utm_content=m&gclid=CjwKCAjwzo2mBhAUeIwAf7wjkp0TtzFUP6w41JKvtk2ByMVpA_darHg_h7_bt7em4AmVjbnkb-BCQNRoCs6gQAvD_BwE

Keyword Research:

- Keyword research for Maruti Suzuki involves identifying relevant and high-traffic keywords related to the brand, its products, and services. This research helps improve the website's visibility in search engine results and attracts targeted traffic. Here are some steps to conduct keyword research for Maruti Suzuki:
 - Identify Core Topics: Start by listing core topics related to Maruti Suzuki, such as "Maruti Suzuki cars," "Maruti Suzuki service centers," "Maruti Suzuki dealerships," "Maruti Suzuki models," etc.
 - Use Keyword Research Tools: Utilize keyword research tools like Google Keyword Planner, Ahrefs, SEMrush, or Ubersuggest to find keyword ideas. Enter the core topics and see what related keywords users are searching for.
 - Analyze Search Volume and Competition: Evaluate the search volume and competition level for each keyword. Choose keywords with a good balance of search volume and manageable competition.
 - Long-Tail Keywords: Look for long-tail keywords (more specific and longer phrases) that are relevant to Maruti Suzuki. These can often have less competition and be more targeted.
 - SEO: If Maruti Suzuki has specific locations or dealerships, include location-based keywords like "Maruti Suzuki dealer in [city name]" to target local audiences.
 - Competitor Analysis: Analyze competitor websites and see which keywords they are targeting. This can give you additional keyword ideas and insights.

Optimizing Maruti Suzuki Usage

- ↓ **Regular Maintenance:** Follow the recommended maintenance schedule provided in the car's owner manual. Regular servicing helps keep the car in good condition and prevents potential issues
- ↓ **Proper Driving Habits:** Practice smooth driving techniques, avoid aggressive acceleration and braking, and maintain a steady speed whenever possible. This helps improve fuel efficiency and reduces wear and tear on the vehicle
- ↓ **Inflated Tires:** Keep the tires properly inflated according to the manufacturer's recommendations. Under-inflated tires can decrease fuel efficiency and increase tire wear.
- ↓ **Quality:** Use high-quality fuel from reputable gas stations to ensure optimal engine performance and efficiency.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

Content Calendar Example (Try creating a table for the month of July)

Content Calender of July : <https://1drv.ms/w/s!AnWaS2qkkcROgQbEWNNeaZSbqawQ>

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

- Content Ideas:

- **Model Spotlights:** Create detailed articles or videos that showcase the features, specifications, and design highlights of various Maruti Suzuki car models, such as the Swift, Baleno, Vitara Brezza, etc.
- **Test Drive Reviews:** Share first-hand experiences and reviews of test driving Maruti Suzuki cars, providing insights into their performance, comfort, and handling
- **Comparison Guides:** Write comparative articles that pit Maruti Suzuki models against their competitors in the market, highlighting the strengths and unique selling points of each car.
- **Customer Testimonials:** Feature stories of satisfied Maruti Suzuki customers sharing their ownership experiences and how their cars have become an integral part of their lives.
- **Technology and Innovation:** Explore the latest technological advancements and innovations introduced by Maruti Suzuki in their vehicles, such as SmartPlay Studio, Hybrid technology, safety features, etc
- **Safety and Maintenance Tips:** Educate readers and viewers with useful tips on car safety, maintenance, and regular servicing to ensure a smooth and safe driving experience.
- **Infographics and Visual Content:** Create visually engaging infographics and graphics that present interesting facts, statistics, and comparisons related to Maruti Suzuki models.

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Marketing Strategies

- Marketing strategies for Maruti Suzuki, a well-known automotive brand, would depend on the current market conditions and their specific goals. However, here are some potential marketing strategies they might consider
- Digital Marketing: Leveraging online platforms and social media to reach a wider audience, engage with customers, and promote their vehicles.
- Marketing: Collaborating with popular influencers or automotive experts to create content and showcase their cars' features and benefits.
- Placement: Securing placements of their vehicles in popular movies, TV shows, or events to increase brand visibility
- Customer Testimonials: Showcasing positive customer experiences and testimonials to build trust and credibility
- Personalization: Customizing marketing campaigns based on customer preferences and behavior to enhance engagement.
- Eco-friendly Initiatives: Promoting their environmentally-friendly vehicles and highlighting sustainability efforts.

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

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: Blog Article

Format 2: Video

Format 3: Creative

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

Format 1: Blog Article

AIM: Maruti Suzuki aims to achieve targeted growth by focusing on rural markets, increasing the number of small outlets, and creating more demand for its vehicles in these areas. The company is also focusing on digitization to increase sales efficiency

DATE: 26 JULY 2023

IDEA: The need for cars grew rapidly in the 80s and Maruti Suzuki cashed on this opportunity by launching the company around the same time. The company started as a government commodity on 24 February 1981, with a mission to manufacture cars for middle-class Indians.

Topic: Maruti Suzuki is an Indian automobile manufacturer known for producing a wide range of cars. It was established in 1981 as a joint venture between the Indian government and Suzuki Motor Corporation of Japan. Over the years, Maruti Suzuki has become one of the leading car manufacturers in India and has gained popularity for its affordable and reliable vehicles.

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Format 2: Video

<https://www.canva.com/design/DAFpwAyjWNk/B5XWWizzDhZqDmTXQ8aj0Q/watch>



Format 3: Creative

- AIM: Brand awareness & Reach
- Date: 26 July 2023
- Idea: To Create a meme on Topic: Mere Dad ki

Maruti

Topic : Mere Dad ki Maruti



Way of Life!

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

Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Dil se STRONG

BIG NEW
WAGONR



Ask me a question

Type something...

MARUTI SUZUKI

DOWNHILL OR UPHILL YOUR
SAFETY IS ALL THAT MATTERS.



#Driven
By Safety

Details on functioning of all safety features kindly refer to the Owner's Manual.

www.marutisuzuki.com/safety

Guess the Brand



 Add Yours



HAVE YOU TAKEN A TEST DRIVE

Yes

No

Stratigies and areas for improvement

1. Product innovation
2. Customer Experienc
3. Sustainability
4. Market Expansion
5. Technological Advancements
6. Talent Development

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

Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

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

Designs



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

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

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

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness.

Brand Awareness:

Continuously reinforcing and increasing the recognition of the Maruti Suzuki brand among consumers, ensuring it remains a top-of-mind choice when considering buying a car.

Generating Leads:

Offer valuable incentives, such as e-books, car buying guides, or informative videos, to website visitors in exchange for their contact information. These incentives act as lead magnets that attract potential customers.

- Audience Targeting:

Audience targeting for Maruti Suzuki involves identifying and reaching out to specific customer segments that align with the brand's products and marketing objectives. As one of India's leading automotive manufacturers, Maruti Suzuki's audience targeting may encompass

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

- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-



EXCHANGE MGA **MARUTI SUZUKI** Way of Life!

ABCD

any body can drive

NO MORE CLUTCH FATIGUE FREQUENT GEAR SHIFTS TIRESOME DRIVING

AUTO GEAR SHIFT

*** STARRING ***

ALTO K10 WAGONR CELERIO DZIRE

ALTO K10	WAGONR	CELERIO	DZIRE
SAVE UP TO 24.87% ₹40,000	SAVE UP TO 28.51% ₹60,000	SAVE UP TO 22.1% ₹40,000	SAVE UP TO 26.55% ₹35,000

Authorised Maruti Suzuki Dealers: **RKS:** Sonalguda: 964899488, Malakpet: 9648845678, Secunderabad: 9542256789, **ACER:** Tirunagar: 4450 4757, **VARUN:** Gachibowli: 49497676, **tanushalpuram:** 24029979, **Bangara Hills:** 44887676, **Kukabipally:** 23894022, **Begumpet:** 27767676, **AUTOFIN:** Bowseripally: 67292222, **MITHRA:** Himayathagar: 27634444, **Mehdipatnam:** 65333333, **SEM:** Kondapur: 40506070, **ADARSHA:** Chandrayangutta: 940-24442352, **SAN SERVICE:** Enagadole: 23860600, **Sangareddy:** 98485 278090, **Zaherabad:** 08451 280900



MGA **MARUTI SUZUKI** Way of Life!

Claz

IT'S FEATURE-ISTIC AND FULLY LOADED.

MAKE WAY

• Packed with 7" WVGA TFT Display with Touchscreen • Bluetooth Connectivity* • Voice Command • Navigation System • Smartphone Connectivity* • Media Connectivity and Reverse Parking Display

SPECIAL OFFERS FOR CORPORATE SECTOR | SERVING GOVERNMENT EMPLOYEES & PSU OFFICIALS | TEACHERS | FARMERS **ALL MODELS ARE AVAILABLE IN CSD**

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

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Sivam Kumar Singh 19:38
to me ▾



[View this email in your browser](#)



Maruti Suzuki

Maruti Suzuki India Limited is the Indian subsidiary of Japanese automaker Suzuki Motor Corporation. As of September 2022, the company had a leading market

Email Ad Campaign 2 - Lead Generation

(insert emailer image)

share of 42 percent in the Indian passenger car market. The company is known for making highly reliable, low-maintenance cars for the Indian market

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

- Reflect on the content creation and curation process.
- Essential , content curation relates to finding, filtering, and sharing relevant content created by others with your audience.on the other hand content creation is what it sounds like --creating new content for your audience.
- Challenges faced and lessons learned:
 - Producing high-quality content
 - Generating content consistently.
 - Prioritiesing content expertise.
 - Understanding different buyer personas.
 - Producing content in suitable format.
 - Measuring contentROI.
 - Creatingbuy-in among stakeholders.

The End