



**Comprehensive Digital Marketing
Project Work on
Maruti Suzuki**

Team Members

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Way of Life!

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

Topic for project : *Maruti Suzuki Ltd*

Brand Colours : *red & blue*

Logo : The logo consists of the word 'MARUTI' in red, followed by a blue stylized wing icon, a red stylized 'S' icon, and the word 'SUZUKI' in blue.

Mission : Maruti Suzuki's mission revolves around modernizing the Indian automobile industry and providing affordable and fuel-efficient vehicles to consumers. The company aims to develop cars faster and sell them at competitive prices, ensuring accessibility to a wide range of customers in the Indian market.

Vision : Maruti Suzuki's brand vision is to lead India's auto industry, modernizing it with fuel-efficient and affordable cars while prioritizing customer satisfaction, delight and shareholder wealth through consistent relevant innovation.

Brand study

Values : The values of Maruti Suzuki are customer obsession, openness & learning, networking & partnership, fast flexible & first mover, innovation & creativity

USP : Maruti Suzuki has several USPs that set it apart from its competitors. Some of the key USPs include:

- ✓ Affordability: Maruti Suzuki is known for offering a wide range of cars at competitive prices, making them accessible to a broad customer base, especially the price-sensitive Indian middle-class consumers.
- ✓ Reliability: The brand has built a reputation for producing reliable and durable vehicles, earning the trust of consumers over the years.
- ✓ Extensive Service Network: Maruti Suzuki boasts a vast and well-established service network across India, ensuring efficient after-sales support and customer satisfaction.

Tagline : WAY OF LIFE!

- **Analyse Brand Messaging:** Maruti Suzuki's brand messaging revolves around two key pillars: "Innovation" and "Trust." They consistently emphasize their commitment to pushing the boundaries of innovation in the automotive industry, providing cutting-edge mobility solutions that cater to evolving customer needs. Concurrently, their messaging highlights the utmost importance they place on earning and maintaining trust through reliable products and exceptional customer experiences. This cohesive brand messaging creates a powerful brand perception, instills confidence in consumers, and solidifies Maruti Suzuki's position as a leader in the market. By effectively communicating their values and promises, Maruti Suzuki establishes a strong emotional connection with their audience, fostering long-term brand loyalty and sustained growth.

Here are the three main aspects of Maruti Suzuki's Brand Messaging :

- **Reliability and Trust:** Maruti Suzuki has consistently emphasized the reliability and trustworthiness of its vehicles. They have positioned themselves as a brand that customers can rely on for quality products and dependable after-sales service.
- **Affordability and Value for Money:** They have targeted the mass market with a range of budget-friendly models, highlighting features and benefits that offer a competitive edge in the price-sensitive Indian automobile market.
- **Innovation and Modernity:** The combination of reliability and innovation aims to appeal to a wide range of customers, from first-time car buyers to those seeking the latest automotive technology.

- **Examine the brand's tagline:** Maruti Suzuki's tagline "Way Of Life!" is a powerful and versatile phrase that embodies its brand messaging. It creates an emotional connection with consumers, portraying the brand as more than just a vehicle manufacturer but a lifestyle choice. The tagline's aspirational value appeals to customers' desires, while its versatility allows it to be applied across various marketing campaigns.

Here are the main aspects of Maruti Suzuki's Tagline :

- **Emotional Connection:** The tagline "Way of Life!" aims to create an emotional connection with consumers, suggesting that Maruti Suzuki's cars are not just vehicles but an integral part of their customers' lifestyles. It implies that owning a Maruti Suzuki is not merely a practical choice but a reflection of one's values, aspirations, and identity.
- **Versatility and Adaptability:** The tagline suggests that Maruti Suzuki vehicles are adaptable to various aspects of life. Whether it's daily commuting, family outings, or adventurous road trips, the brand portrays its cars as suitable companions for various life situations, promoting versatility and flexibility.
- **Brand Promise:** "Way of Life!" serves as a brand promise, assuring customers that Maruti Suzuki is more than just an automaker – it's a brand that offers solutions and experiences that seamlessly integrate into their daily routines and overall lifestyle.

Competitor Analysis

Competitor 1: Hyundai Motors Co.

Online Communication –

- Interactive website - Hyundai emphasizes its commitment to engaging with customers through an interactive website and active presence on social media platforms. Their website serves as a hub for information, allowing customers to explore their vehicle lineup, access features, and even customize their cars.
- Social media engagement - Through regular updates and engaging content on social media, the brand establishes a direct connection with the audience, encouraging feedback, and fostering a sense of community.

USPs –

- Modern design and features - Hyundai showcases modern design aesthetics and innovative features in their vehicles. By incorporating the latest technology, safety advancements, and comfort features, they position themselves as a brand that stays ahead of the curve in the competitive automotive market.

- Industry-leading warranty – Hyundai backs its products with an industry-leading warranty, instilling confidence in customers regarding the reliability and quality of their cars.

Competitor 2: Tata Motors Ltd

Online Communication –

- Highly informative website - Tata Motors website serves as an invaluable source of information for customers, offering comprehensive details about their diverse vehicle portfolio, including specifications, features, and pricing. The user-friendly interface ensures potential buyers can access all the necessary information to make informed decisions.

Engaging blog articles - Tata Motors maintains an engaging blog section that covers a wide range of automotive topics, industry updates, and customer experiences. By providing relevant and captivating content, Tata Motors fosters a sense of community and keeps its audience interested and connected with the brand.

USPs –

- Emphasis on safety and quality - The brand's strong emphasis on safety and quality reassures consumers about the reliability and durability of their products, reflecting Tata's commitment to delivering high standards.

Competitor 3: Honda

Online Communication –

- VR showrooms and tours – Honda has embraced innovative technology by offering Virtual Reality (VR) showrooms and tours. These virtual experiences allow customers to explore their vehicle lineup and experience their cars without physically visiting a physical showroom.
- Active social media presence – Honda maintains a strong and active presence on various social media platforms. By leveraging social media channels, the company can connect with a wider audience, engage with customers, share updates about their latest products, and respond to feedback in real-time.

USPs –

- Innovative technology - Honda has consistently focused on incorporating innovative technology into their vehicles. From advanced safety features to cutting-edge infotainment systems, they strive to enhance the driving experience for their customers. By emphasizing technological advancements, Honda positions itself as a brand that embraces progress and seeks to deliver forward-thinking solutions to meet the evolving needs of consumers.

Buyer's/Audience's Persona

The demographics of Maruti Suzuki's customer base in India are diverse, encompassing individuals across various age groups, income levels, and geographic locations. The majority of customers belong to middle-class families seeking reliable and affordable transportation solutions. Urban commuters, first-time car buyers, and families looking for practical vehicles are prevalent among Maruti Suzuki's demographics. Additionally, the brand also caters to customers in rural and semi-urban areas who value durable and cost-effective cars suitable for their specific needs.

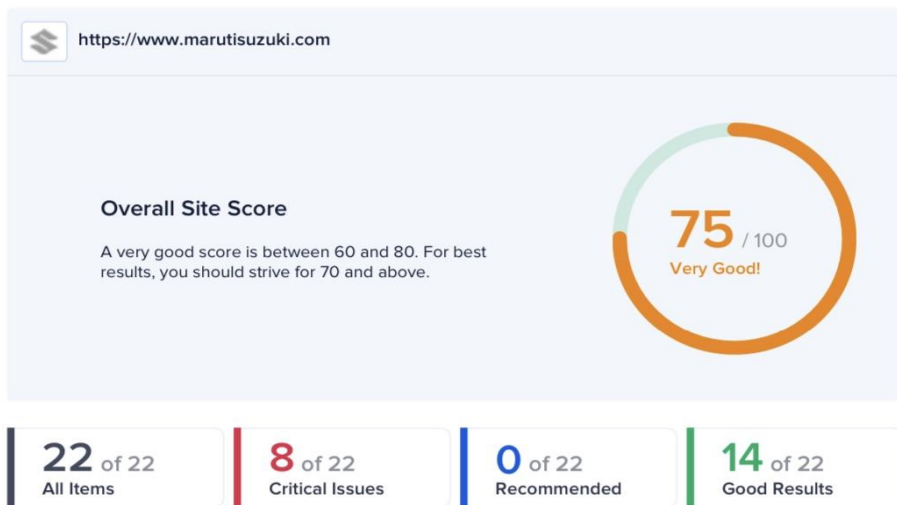
Maruti Suzuki's customers in India have practical and budget-conscious psychographics. They seek reliable, family-friendly vehicles that fit their daily needs. With a focus on fuel efficiency and easy maintenance, they appreciate modern features that enhance their driving experience. Moreover, environmentally-conscious individuals find appeal in Maruti Suzuki's eco-friendly options, prioritizing sustainability in their vehicle choices.

Maruti Suzuki's audience exhibits strong brand loyalty, conducts extensive research, considers family influence, prioritizes practicality and value, and often comprises urban commuters. Positive word-of-mouth recommendations also play a significant role in influencing potential customers.

Maruti Suzuki's Indian audience is interested in automotive technology, family-focused vehicles, affordability, eco-friendliness, safety, engaging online content, and innovative marketing. These diverse interests shape the brand's strategies, fostering a strong connection with its audience and catering to their evolving preferences.

Part 2: SEO & Keyword Research

- SEO Audit:



✓ The page has a correct number of internal and external links.

Internal: 125

External: 18



Social Media Meta Tags Test



83% of top 100 sites passed

This webpage is using social media meta tags.

Open Graph Meta Tags

og:url	https://www.marutisuzuki.com/
og:type	website
og:title	Maruti Suzuki Cars in India – ARENA, NEXA, TRUE VALUE and COMMERCIAL channels
og:description	Maruti Suzuki sells hatchbacks, sedans, MUVs and SUVs in India through its ARENA and NEXA channels, certified pre-owned cars through TRUE VALUE, and commercial vehicles through its Maruti Suzuki Commercial channel.
og:image:width	885
og:image:height	463
og:site_name	MarutiSuzuki

- **Keyword Research:**

The company's primary objectives are subject to change over time based on market conditions business strategies, and emerging trends. However, some common keyword objectives that can be associated with Maruti Suzuki are:

Customer Satisfaction: Ensuring high levels of customer satisfaction through the production and delivery of reliable, fuel-efficient, and affordable vehicles.

Market Leadership: Maintaining its position as the market leader in India's automotive industry in terms of sales, market share, and brand perception.

Product Innovation: Continuously developing and launching innovative and technologically advanced vehicles that meet changing customer preferences and regulatory requirements.

Manufacturing Excellence: Enhancing manufacturing processes to improve efficiency, reduce costs, and maintain a competitive edge in the market.

Sustainable Practices: Promoting eco-friendly and sustainable practices in its operations, such as developing electric vehicles, reducing emissions, and conserving resources.

MEGA TITLE TEST:

The webpage uses a title tag with a length of 79 characters. The title tag is too long and it should be optimized because the title tag limit is max 70 characters.

Content: Maruti Suzuki Cars in India – ARENA, NEXA, TRUE VALUE and COMMERCIAL channels.

Need: Maruti Suzuki Cars

Length: 79 characters

MEGA DESCRIPTION TEST:

This webpage is not using a meta description tag. This tag should be included in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results and ideal lengths are between 150-160 characters.

Here are some seed keywords related to Maruti Suzuki:

Maruti Suzuki
Maruti cars
Suzuki vehicles
Maruti Suzuki India
Maruti Suzuki models
Maruti Suzuki price
Maruti Suzuki service centers
Maruti Suzuki showroom
Maruti Suzuki features
Maruti Suzuki specifications
Maruti Suzuki reviews
Maruti Suzuki upcoming car
Maruti Suzuki maintenance
Maruti Suzuki comparison
Maruti Suzuki hybrid cars
Maruti Suzuki electric cars
Maruti Suzuki discounts



Keywords Usage Test



81% of top 100 sites passed

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

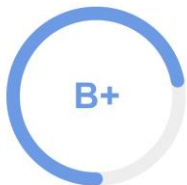
Keyword	Title tag	Meta description	Headings
maruti	✓	✗	✗
suzuki	✓	✗	✗
genuine	✗	✗	✗
arena	✓	✗	✗
accessories	✗	✗	✗

These keywords cover various aspects of the Maruti Suzuki brand, including their cars, services, dealerships, and other relevant topics.

On page optimization:

On-page optimization refers to the process of optimizing individual web pages to improve their search engine rankings and increase organic traffic.

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. 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 improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.marutisuzuki.com>
Maruti Suzuki Cars in India – ARENA, NEXA, TRUE VALUE and ...

Maruti Suzuki sells hatchbacks, sedans, MUVs and SUVs in India through its ARENA and NEXA channels, certified pre-owned cars through TRUE VALUE, and ...

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage

Your page has a H1 Tag.

Show details

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency
H2	20
H3	36
H4	22
H5	0
H6	2

Include a meta description tag

On-Page SEO

High Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Make use of HTTP/2+ protocol

Performance

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Remove inline styles

Performance

Low Priority

Remove clear text Email Addresses

Usability

Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Total Traffic From Search

This shows you the Estimated Traffic Volume
your page receives from it's Keyword
Rankings



11,134,808

Monthly Traffic
Volume

Part 3: Content Ideas and Marketing Strategies

- Content Calendar July 2023:

2023 . JULY	SUN	MON	TUE	WED	THU	FRI	SAT
							¹ Creation of an instagram account
	²	³ Created some posts and questions to post.	⁴	⁵ Posted some photos on social media	⁶ Promoted maruti suzuki on instagram	⁷	⁸ Posted quick questions
	⁹ Email Marketing	¹⁰	¹¹	¹² Awareness on Maruti Suzuki	¹³	¹⁴ Created video to post on social media	¹⁵
	¹⁶	¹⁷ Posted video on social media	¹⁸	¹⁹ Logged in Facebook	²⁰	²¹	²² Posted poll questions on cars
	²³	²⁴	²⁵ Posted some pictures on Facebook	²⁶	²⁷	²⁸ Awareness on maruti cars	²⁹
	³⁰ Advertisement in Facebook about Maruti Suzuki brand	³¹					

Content ideas:

Content ideas centered on social media have the potential to elevate Maruti Suzuki India's digital marketing efforts. By implementing these strategies, the brand can foster a thriving online community, deepen its relationship with customers, and create a lasting impression in the minds of its audience.

1. Social Media Contests:

- **Reflection:** Social media contests are an excellent way to encourage user engagement and create a sense of excitement around the brand. By running photo contests and caption contests, Maruti Suzuki can tap into the creativity of its audience and generate user-generated content, which can be further leveraged for brand promotion. These contests not only increase brand visibility but also create a sense of community among car owners and enthusiasts.
- **Potential Impact:** Increased user participation, higher brand reach through shares and hashtags, and the potential to convert contest participants into customers.

2. Interactive Polls and Q&A Sessions:

- **Reflection:** Interactive polls and Q&A sessions provide an opportunity for Maruti Suzuki to directly interact with its audience. Through polls, the brand can gather valuable insights into customer preferences and opinions, while live Q&A sessions allow for real-time communication and addressing customer queries..

- Potential Impact: Enhanced customer engagement, improved understanding of customer needs, and the ability to build stronger relationships with the audience.

3. User-Generated Content (UGC) Campaigns:

- Reflection: UGC campaigns are a powerful way to showcase authentic experiences and testimonials from actual Maruti Suzuki car owners. By encouraging users to share their stories and photos, the brand can leverage social proof to instill confidence in potential customers. UGC campaigns also help create a sense of belonging and pride among Maruti Suzuki owners, leading to increased brand advocacy.
- Potential Impact: Increased brand authenticity, higher user engagement, and a positive impact on brand reputation.

4. Virtual Test Drives and Showcases:

- Reflection: Virtual experiences offer a unique and innovative way to engage with potential customers, especially those who may not have immediate access to physical showrooms. By providing virtual test drives and showcases, Maruti Suzuki can give users a taste of the driving experience and features without leaving their homes. This strategy can pique interest and lead to higher footfall in physical showrooms as well.
- Potential Impact: Expanded reach to a wider audience, improved accessibility, and a memorable and immersive brand experience.

Marketing strategy Process:

Implementing these strategies on social media, Maruti Suzuki can enhance its brand presence, engage with its audience effectively, and build a loyal and enthusiastic community of customers and advocates.

1.Social Media Listening and Monitoring:

Monitor conversations, mentions, and sentiment around the brand on social media platforms. Track industry trends, competitor activities, and customer feedback to stay informed. Use social listening tools to identify opportunities and address potential issues proactively.

2.Audience Segmentation and Targeting:

Identify and segment the target audience based on demographics, interests, and behaviors. Tailor content and advertisements to specific audience segments to increase relevance and engagement. Utilize social media advertising tools to reach the right audience with precision.

3.Compelling Visual Content:

Create high-quality and visually appealing content to capture attention. Use professional images, videos, and graphics to showcase Maruti Suzuki cars and features. Incorporate storytelling elements in content to evoke emotions and establish a brand connection.

4.Engaging Social Media Campaigns:

Develop interactive campaigns, challenges, and contests to encourage user participation.

Leverage user-generated content (UGC) to amplify brand reach and authenticity.

Incorporate trending hashtags and join relevant conversations to increase visibility.

5.Data Analysis and Optimization:

Regularly analyze social media performance metrics to assess the effectiveness of campaigns.

Use data insights to optimize content, posting times, and ad targeting for better results.

Continuously refine the social media marketing strategy based on data-driven decisions.

The key challenges that we encountered were :

Account suspension : Account suspensions on social media platforms like Instagram are measures taken by the platform to enforce their community guidelines, terms of service, and policies. When an account is suspended, it means the user's access to the account is restricted, and they cannot post, like, comment, or engage in any other activities on the platform. Initially we were faced with the challenge of our Instagram account being suspended multiple times but fortunately we overcame it.

Content Quality and Creativity: Creating visually appealing and engaging content requires creativity and expertise. we struggled a little to produce high-quality content that stands out and captivates the audience but eventually got a hang of it.

Keeping Up with Social Media Trends: Social media trends evolve rapidly, and staying updated with the latest features, algorithms, and content formats was overwhelming as it created confusion about the type of content creation and curation.

Lessons Learned:

Understanding the Target Audience: Lesson: Thoroughly understanding the preferences, needs, and behaviors of the target audience is critical for creating relevant and engaging content. Tailoring content to resonate with the audience's interests ensures better response and higher engagement.

Quality Over Quantity: Lesson: Prioritizing quality content over the quantity of posts ensures that each piece of content delivers value and enhances the brand's image. High-quality content has a better chance of attracting and retaining an engaged audience.

Creativity and Storytelling: Lesson: Emphasizing creativity and storytelling in content creation helps in capturing the audience's attention and fostering emotional connections with the brand. Engaging narratives can make the brand more relatable and memorable.

Visual Appeal and Aesthetics: Lesson: Investing in visually appealing content, such as high-quality images and well-designed graphics, is crucial for creating an attractive Instagram feed. Aesthetic content enhances brand perception and encourages followers to explore more.

Interactive Content Formats: Lesson: Integrating interactive content formats, such as polls, quizzes, and contests, can boost engagement and encourage audience participation. Interactive elements create a sense of involvement and foster a sense of community.

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

What is Content Creation?

Brainstorming Ideas

Creating content starts with brainstorming and research to generate ideas for topics that interest your target audience.

Preparing a Plan

Next, it's time to plan your content and which formats will work best for each. This involves choosing topics, mapping timelines, and deciding who will create content.

Creating Content

The content can take many forms, from blog posts and social media graphics to videos and podcasts. The important thing is to create high-quality work that resonates with your audience and reflects your brand's values.

Sharing Your Content

Once you've created your content, it's time to share it with the world. This can involve posting on social media, sending email newsletters, or using other marketing channels that reach your target audience.

Post Creation:

Format 1: Blog Article

AIM: To become a good auto motive company that consists of high-quality and innovative range.

IDEA: To reach a large range of people in different way of the automative market.

TOPIC: Maruti Suzuki

Format 2: Video

AIM: To make audience understand about Maruti Suzuki

IDEA: Maruti Suzuki is to create and deliver high-quality vehicles and mobility solutions.

TOPIC: Develop detailed profile od Maruti cars.

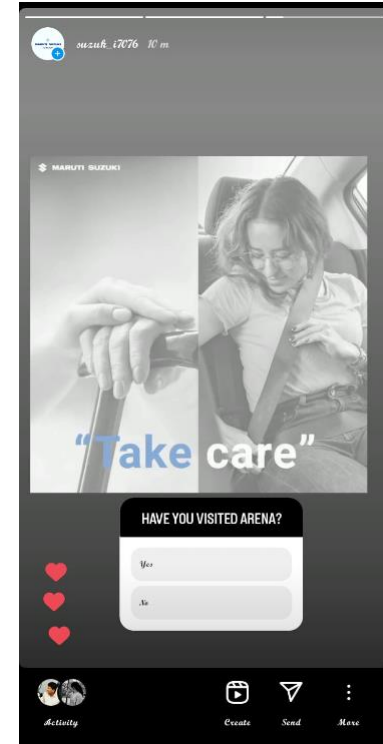
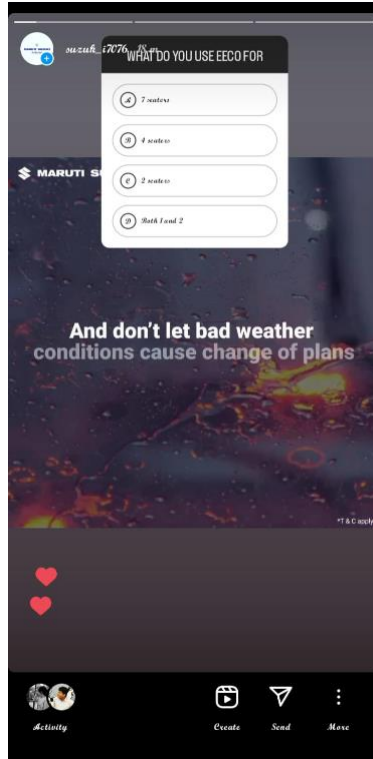
Format 3: Post

AIM: To build a great future with global audience.

IDEA: To make it grow in a higher path.

TOPIC: Maruti Suzuki New models.

Instagram Story:



Designs/Video Editing

Instagram Link:

[https://www.instagram.com/reel/CveuU7zBMli/?igshid=MzRIO
DBiNWFIZA==](https://www.instagram.com/reel/CveuU7zBMli/?igshid=MzRIODBiNWFIZA==)

Social Media Ad Campaigns of Maruti Suzuki



High-quality Photos Videos

Maruti Suzuki's social media handles are filled with stunning photos and videos that showcase their cars in action. Each piece of content is professionally shot and edited, providing an unmatched viewing experience.



Engaging with Followers Followers

Maruti Suzuki's social media is always on the ball when it comes to engaging with followers. They respond to comments and messages, share user-generated content, and stay connected to their loyal fanbase.



Creative Hashtag Campaigns

To keep their audience engaged and entertained, Maruti Suzuki creates fun and memorable hashtag campaigns that encourage fans to share content related to their brand. These campaigns are known for their creativity and interactivity.

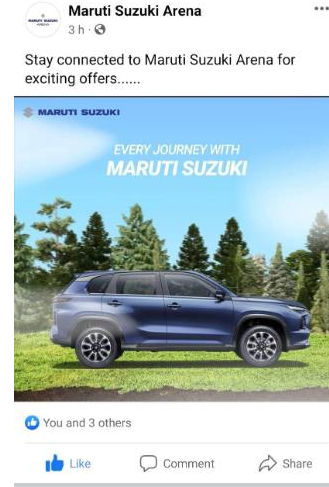
Social Media Ad Campaigns



Brand awareness



Generating leads



Driving website traffic

Advertising Target:

To effectively reach these target audiences, Maruti Suzuki employs a combination of advertising through various media channels, digital marketing, dealership network expansion, and participation in events and promotions. They also conduct market research to understand consumer preferences and adapt their marketing strategies accordingly.

Advertising goals:

It's essential to note that advertising goals may vary over time, depending on market conditions, business objectives, and the competitive landscape. For the most up-to-date information on Maruti Suzuki's advertising goals, it's best to refer to their official communication channels and announcements.

Email ad campaign 1- Brand awareness



Fwd: Opening at your nearest....

1 message

Tarun Kumar 73 <pvksgtarun@gmail.com>
To: Sai Kiran <chandraisaikiran4@gmail.com>

Thu, 3 Aug 2023 at 4:23 pm

----- Forwarded message -----

From: Marutisuzukiarena <marutisuzukiarena4@gmail.com>
Date: Thu, 3 Aug 2023, 1:31 pm
Subject: Opening at your nearest....
To: Tarun Kumar 73 <pvksgtarun@gmail.com>

Hello customer,
ARENA is opening at your nearest venue....do visit us....!!



MARUTI SUZUKI
ARENA

Contact us
1800 102 1800
Our mailing address
marutisuzukiarena4@gmail.com

Email ad campaign 2- Lead generation



Fwd: Avail exciting offers....!

1 message

Tarun Kumar 73 <pvksgtarun@gmail.com>
To: Sai Kiran <chandraisaikiran4@gmail.com>

Thu, 3 Aug 2023 at 4:24 pm

----- Forwarded message -----

From: Marutisuzukiarena <marutisuzukiarena4@gmail.com>
Date: Thu, 3 Aug 2023, 1:20 pm
Subject: Avail exciting offers....!
To: Tarun Kumar 73 <pvksgtarun@gmail.com>

Get exciting offers this monsoon season ...with Maruti suzuki arena....!!



Visit your nearest ARENA

Conclusion: Maruti Suzuki's Successful Content Strategies

