

REVOLUTIONIZING
MARKETING IN THE
DIGITAL AGE: AN INDEPTH LOOK INTO TECH
MAHINDRA'S INNOVATIVE
STRATEGIES

Presented by

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INTRODUCTION

Welcome to this presentation on Revolutionizing Marketing in the Digital Age. In this presentation, we will take an indepth look into Tech Mahindra's innovative strategies for marketing in the digital age.



THE IMPORTANCE OF DIGITAL MARKETING

DDjgithmarketing has become increasingly important in today's world. With the rise of social media and e-commerce, businesses need to have a strong online presence to succeed. Tech Mahindra has recognized this trend and has developed innovative strategies to help businesses succeed in the digital age.

TECH MAHINDRA'S APPROACH TO DIGITAL MARKETING

Tech Mahindra's approach to digital marketing is based on four key pillars: dataddrivehives ights, customer-centricity;-innovation;randvaccollaboration. Collatous in these pillars, Tech Mahindra is able to develop effective marketing strategies that deliver results.



DATA-DRIVEN INSIGHTS

Data is at the heart of Tech Mahindra's approach to digital marketing. By analyzing data from various sources, including social media platforms and customer interactions, Tech Mahindra is able to gain insights into customer behavior and preferences. This allows them to develop targeted marketing campaigns that resonate with customers.

CUSTOMER-CENTRICITY

At Tech Mahindra, the customer is at the center of everything they do. They believe that understanding the customer is key to developing effective marketing strategies. By putting the customer first, Tech Mahindra is able to create personalized experiences that build brand loyalty and drive sales.

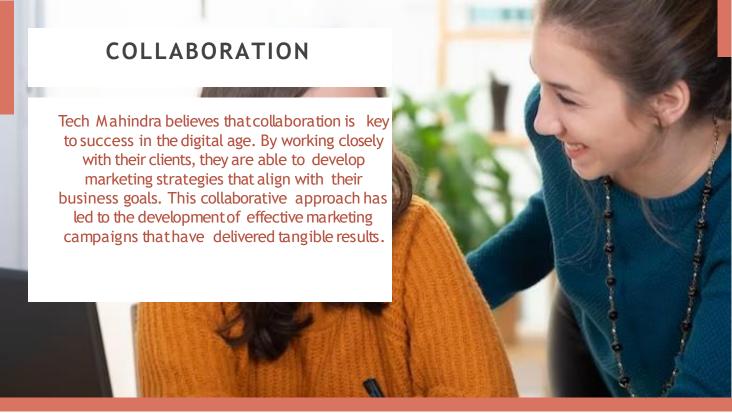


INNOVATION

Innovation is a core value at Tech Mahindra.

They believe that by embracing new technologies and ideas, they can develop marketing strategies that stand out from the competition. This approach has led to the development of cutting-edge marketing campaigns that have delivered impressive results for their clients.





TECH MAHINDRA'S DIGITAL MARKETING SERVICES

Tech Mahindra offers a wide range of digital marketing services, including searchængine optimization, social medias marketing, content modeleting; content email kertangeting. These marketing are designed to help businesses succeed in the digital age by reaching their target audience through various online channels.







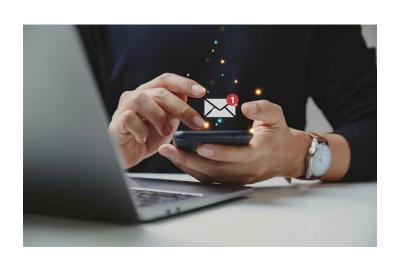
SOCIAL MEDIA MARKETING

Social media marketing is the process of promoting a brand or production social media platforms. Tech Mahindra's social media marketing services are designed to help businesses build a strong online presence and engage with their target audience on social media.

CONTENT MARKETING

Content marketing is the process of creating and sharing valuable content to attract and retain customers. Tech Mahindra's content marketing services are designed to help businesses create engaging content that resonates with their target audience and drives conversions.





EMAIL MARKETING

Email marketing is the process of sending targeted emails to a list of subscribers. Tech Mahindra's email marketing services are designed to help businesses build relationships with their customers by delivering personalized content directly to their inbox.





KEY TAKEAWAYS

In conclusion, we have learned that digital marketing is essential in the digital age, and Tech Mahindra's innovative approach to digital marketing is based on data-driven insights, customer-centricity, innovation, and collaboration. Tech Mahindra offers a range of digital marketing services, including SEO, social media marketing, content marketing, and email marketing, and has a proven track record of success.

CONTRIBUTION



Sreekanth

~ team leader

I have motivated my team and guide my team to complete our project effectively. Organizing my team of maximize the potential of team members & i edited this ppt presentation



Babu venkat

~team member

I edited my ppt by the help of my team and i focus on my team objective with lots of delegation about the project work presentation and i prepared instagram stories



selvaraj

~team member



Lakshmi Narasimha

~team member

I have gave my full effect for gathering information about the project & i helped in editing the ppt



Partha sarathi

~team member

I have collected brand logo and colour combination to prepare the ppt presentation and i have played a vital role and i completed my project work more efficiently



I have prepared video creation about the project and helped to prepare the ppt with effectively focus on the team objective

Mahesh Babu

~team member

I have gave my full effect for gathering information about the project & collaborating with other team members to develop the content and structure of the ppt

THANK YOU

Thank you for attending this presentation on Revolutionizing Marketing in the Digital Age. We hope you found it informative and useful. If you have any questions or would like more information, please do not hesitate to contact us.

Thanks!







