Comprehensive Digital Marketing Project Work

SMARTBRIDGE

Let's Bridge the Gap

STUDENTS DECLARATION:

I **TANNI BALA KRISHNA** a student of A.M.A.L college program **RegNo.*120120103142*** *of* the Department of commerce college do hereby that I have completed. The mandatory internship from 29-05-2023 to 04-08-2023 in **DIGITAL MARKETING** (name of the intern organization under the faculty guide ship of SMART BRIDE,(name of the faculty guide) ,Department of COMMERCE **A.M.A.L COLLEGE ANAKAPALLI.** (name of the college).

t.balakrishna
[signature]

ACKNOWLEDGEMENT

Firstly I would like to Express my indebtedness appreciation "APSCHE" government and Andhra university for providing on excellent opportunity to learn while working through internships. I am grateful to "smart bridge" providing the details of the course in depth and for teaching the topics theoretically and practically to the students kindly smart bridge staff for handling this long-term internship with hard work and patience. I would like to express my sincere thanks to **Mr. Dr. K.V.S. Naidu** sir, (mentor name), for his/her valuable guidance and support in completing my project. I wish to express my gratitude towards our comprehensive Digital marketing project coordinators "**T. Niranjan Kumar** Sir"and"**J. sambrajyam sir"** for their encouragement and problem solving during the project. I extend my gratefulness to our correspondents **MR. Dadi. Srinivasa Rao Sir** and (Director) **K.S.N. Manga Raju** sir for their support and heartfelt completing the project. I would also like to express my gratitude towards our(principal**) Dr.G. Jayababu** Sir for giving me this great opportunity to do a project on **Tech Mahindra** (topic name). without their support and suggestions this project would not have been completed.

t.bala krishna

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Team members:

- ➤ _Team member 1_: PENTAKOTA LOKESH
- ➤ _Team member 2_ : PEYYALA NOOKA VENKATA DORA BABU
- ➤ _Team member 3_ : TANNI BALA KRISHNA
- ➤ _Team member 4_ : POTHURU SREENU BABU

Over view point of the organization

➢ Tech Mahindra is an Indian multinational information technology services and consulting company. Part of the Mahindra Group, the company is headquartered in Pune and has its registered office in Mumbai. Tech Mahindra is a US$ 6.0 billion company with over 158,000 employees across 90 countries.

➢ Connect with us at www.techmahindra.com Telecom & IT Consulting, Telecom Security Consulting, BSS /OSS, Network Technology Solutions & Services, Network Design & Engineering, Next Generation Networks, Mobility Solutions, Consulting, Solution Integration, IMS, BSG, blockchain, Artificial Intelligence, and Metaverse Tech Mahindra Ltd. is a holding company, engages in the provision of information technology solutions. The firm operates through the following segments: Information Technology Business and Business Processing Outsourcing. It provides computer programming, consultancy and related services, networking technology solutions, and business support services to the global telecommunications industries. The company was founded on October 24, 1986 and is headquartered in Pune, India.

➢ *Company Official Website :* **https://www.techmahindra.com**

Tech Mahindra

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

➢ *Company/Topic for Project* **:** Tech Mahindra

➢ *Brand Colours* **:** Dark Sliver , Red

➢ *Logo* **:**

➢ *Mission/Values:* Tech Mahindra represents the connected world, offering innovative and customer centric information technology experiences. We Rise together to create sustainable businesses that can bring about lasting change in our communities – to create an equal world, to be future ready, and to create value.

➢ *U.S.P :* Leading IT solution provider in the Telecom vertical.

➢ *Positioning :* Trustworthy company with big customers.

➢ *Tag Line :* Connected world Connected Experiences.

- ➢ ***Analyse Brand Messaging :*** Tech Mahindra is an Indian multinational information technology services and consulting company. Part of the Mahindra Group, the company is headquartered in Pune and has its registered office in Mumbai. Tech Mahindra is a US$6.0 billion company with over 158,000 employees across 90 countries. The company was ranked 5 in India's IT firms and overall 47 on Fortune India 500 list for 2019.

- ➢ On 25 June 2013, Tech Mahindra announced the completion of a merger with Mahindra Satyam. Tech Mahindra is one of the top Big Tech (India) companies. Tech Mahindra has 1,262 active clients as of June 2022 .

- ➢ ***Examine the brand's tagline:*** ''CONNECTED WORLD. CONNECTED EXPERIENCES"
Advertising Slogans and Taglines (or mottoes) of Tech Mahindra create the next wave. CONNECTED WORLD. CONNECTED EXPERIENCES. Tech Mahindra Limited is an Indian multinational provider of information technology (IT), networking technology solutions and Business Process Outsourcing (BPO) to various industry verticals and horizontals.

Tech *Mahindra* :

- Boy and girls

- Age :3-50Years

  Tech Mahindra have almost
  Branches all over of India.

- Ads :You Tube, Instagram
  Community
  Platform Like google.

- Social status :contributing
  towards CSR activities to
  benefit socioeconomically
  disadvantaged communities
  in India.

BUYER PERSONA
Starter Questions

PERSONAL INFO:
- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education

GOALS & CHALLENGES:
- What are their personal/career goals?
- How do they prioritize them?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

PROFESSIONAL INFO:
- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools might they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?

WHERE ARE THEY?
- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

VALUES AND FEARS:
- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

NEGATIVE INFO:
- Are there customers you don't want?
  - Too difficult?
  - Too expensive to support?
  - Not enough budget?
  - Wrong industry?

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

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

➢ *Competitor 1:*   https://www.techmahindra.com

➢ *U.S.P :*   Leading IT solution provider in the Telecom vertical.

➢ *Communications:* Tech Mahindra with an array of service offerings for Communication Service Providers (CSPs)

➢ *Competitor 2:*   https://www.tata consultancy sevices.com

➢ *U.S.P :*   TCS lies in it being the second-most valuable brand in the IT services sector globally.

➢ *Communications :* TCS' communication business operations delivers enhanced telecom services & increases customer satisfaction.

➢ *Competitor 3:*   https://www.infosys.com

➢ *U.S.P :*   Infosys lies in it being the second largest Indian IT company.

➢ *Communication :* Infosys Communication Services help voice and data communication enterprises and network operators become multi-service providers.
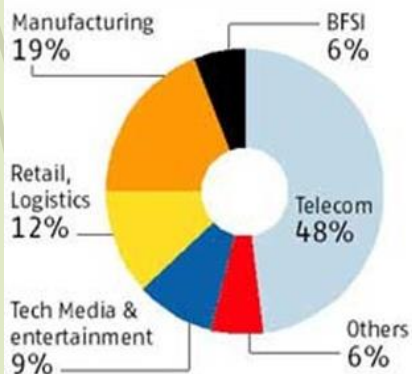
Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona
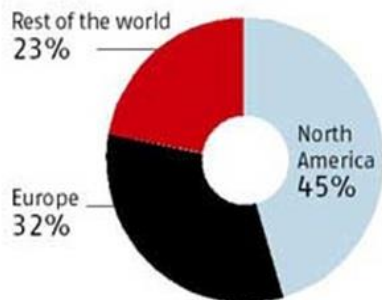
GROWTH STORY

FY13 (₹ Crore)	Operating income	5-year CAGR	Net profit	5-year CAGR
TCS	62,989.48	22.73%	13,917.31	22.59%
Infosys	40,352.00	19.31%	9,429.00	15.14%
Wipro	37,430.00	13.38%	6,150.10	13.38%
HCL Technologies	25,581.06	27.60%	4,040.09	30.90%
Tech Mahindra	14,566.58	3.54%	2,452.12	3.98%

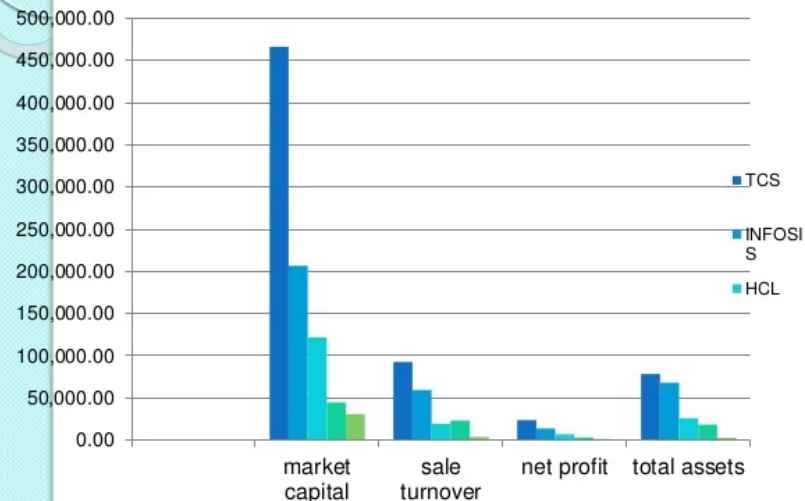Source Capitaline; compiled by BS Research Bureau

TECHM'S REVENUE MIX

Manufacturing 19%
BFSI 6%
Retail, Logistics 12%
Telecom 48%
Tech Media & entertainment 9%
Others 6%

TECHM'S REVENUE MIX BY GEOGRAPHY

Rest of the world 23%
North America 45%
Europe 32%

COMPITITOR ANALYSIS OF TECH MAHINDRA

TCS
INFOSIS
HCL

market capital — sale turnover — net profit — total assets

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

➢ **_Buyer's/Audience's Persona:_** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviours, and interests.

➢ **_Consider Demo Graphics :_**The most common ethnicity at Tech Mahindra is Asian (41%). **33%** of Tech Mahindra employees are **women**, while **67%** are **men.**

➢ **_Positive Drive :_** At Tech Mahindra, driving positive change means making a positive, lasting, and sustainable difference in the lives of all the stakeholders that we work with.

➢ **_Tech Mahindra SWOT Analysis :_** Tech Mahindra is one of the leading brands in the IT & Technology sector. Tech Mahindra SWOT analysis evaluates the brand by its strengths & weaknesses which are the internal factors along with opportunities & threats which are the external factors.

Tech Mahindra Threats : The threats for any business can be external factors which can negatively impact its business. The threats in the SWOT Analysis of Tech Mahindra are as mentioned:

1. Economic slowdown and uncertainty in USA and Europe respectively.

2.Increasing presence of foreign IT player in that domain.

3. Potential negative impact of Satyam related litigation.

Tech Mahindra Opportunities : The opportunities for any brand can include prospects of future growth. Following are the opportunities in Tech Mahindra SWOT Analysis:

1. Increased in demand for IT solution in telecom service provider.

2.Acquization of Satyam telecom gives visibility in more verticals.

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

MAHINDRA GROUP- RISING BY REDEFINING POSSIBILITIES

Source: Company Website
Note: This infographic doesn't include all the businesses of Mahindra Group. It is made for educational purposes & we have tried to cover significant brands/JVs/subsidiaries. It does not represent organisational structure of the group.

Brought to you by- FinKrypt

Strategy and Implementation

Implemented dedicated Center of Excellence for testing transformation
- Test Strategy CoE
- Test Automation Tools CoE

Implemented integrated ATA (Test Design Automation) solution. This automates all the aspects of testing – Test Design, Test case creation, Automated Scripts creation, Test Data Creation, integrated with Test Execution automation, Updates to Test Management Solutions like QC and Rally, Reporting – Online and in Mail Box; at various rolled up levels. Implementation of these solutions help realize "Shift Left" and "DevOps" benefits.

Impact

- 71% of total test case design automated
- 60% of Application Progression Test Case execution Automated
- 78% of E2E Flow Progression Test Steps Automated
- 79% of Application Regression Test Case Execution Automated
- 94% of E2E Flow testing Regression Automated
- 27K + Automated Test Case executions in application regression testing every 4 months
- 22K + Automated Test Case executions in application Progression (new code) testing every 4 months
- 72K + Automated Test Step executions in E2E flows Progression testing every 4 months
- 41K + Automated Test Step executions in E2E flows Regression testing every 4 months

Robust
Distributed Architecture

Scalable
Over 24 months usage 50+ Applications Hosted

Adaptable
Used by N/W Facing, Middleware, GUI Apps

Business Focus
Model Business Scenarios Reduce Redundancy

Technology Agnostic
Java, VB, Perl, Shell, SOAP Mainframe, etc.

Tech Mahindra

Part 2: SEO & Keyword Research

➢ **SEO Audit:** Now that you've learned how to show up in search results, let's determine which strategic keywords to target in your website's content, and how to craft that content to satisfy both users and search engines. The power of keyword research lies in better understanding your target market and how they are searching for your content, services, or products. In this chapter, you'll get tools and strategies for uncovering that information, as well as learn tactics that'll help you avoid keyword research foibles and build strong content. Once you uncover how your target audience is searching for your content, you begin to uncover a whole new world of strategic SEO!

➢ ***Keyword Research:*** Keyword research is a practice search engine optimization professionals used to find and research search terms that users enter into search engines when looking for products, services, or general information keywords are related to queries that are asked by users in search engines.

➢ ***On page Optimization:*** refers to all measures taken by SEOs within the website to improve the ranking of a site in search engineer result pages. These measures are related to content and HTML source code of a page, e.g., meta tags, keyword Etc.
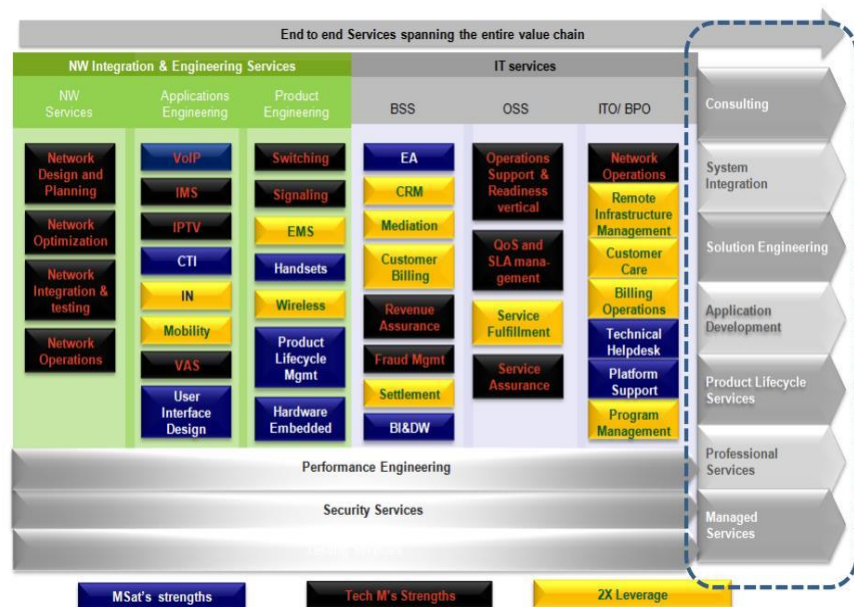
Tech Mahindra :

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Tech Mahindra – Mahindra Satyam: Integrated Offerings

End to end Services spanning the entire value chain

NW Integration & Engineering Services			IT services		
NW Services	Applications Engineering	Product Engineering	BSS	OSS	ITO/ BPO

Consulting

System Integration

Solution Engineering

Application Development

Product Lifecycle Services

Professional Services

Managed Services

Performance Engineering

Security Services

MSat's strengths · Tech M's Strengths · 2X Leverage

9

Mahindra Group

Mahindra

6 decades of Value Creation

Revenue: USD 14.4 billion

Associate base: 1,37,000 +

Amongst the most respected Indian companies – Forbes

Two Wheelers · Automotive · Farm Equipment · After Market · Hospitality & Real Estate · Information Technology · Mahindra Finance 10.00% Financial Services · Trade, Retail & Logistics · Defense Systems · Systech

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Organic | **Paid**

Distribution by Country

Countries		Traffic Share	Traffic	Keywords
Worldwide		100%	599.2K	27.9K
🇮🇳 IN		87%	521.5K	14.6K
🇺🇸 US		3.9%	23.5K	4.9K
🇬🇧 UK		1.1%	6.7K	564
Other		7.9%	47.5K	7.8K

Compare

SERP features 🇺🇸 US

View full report

1M 6M 1Y **2Y** All time

⬆ Export

Organic Traffic 599,178/month

☑ Organic Traffic   ☑ Paid Traffic | 🏳 Notes ⌄

623.6K
467.7K
311.8K
155.9K
0

SERP features

Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023 Apr 2023 Jul 2023
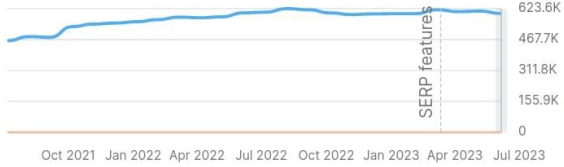
Organic Keywords 27,892

☑ Top 3 ☑ 4-10 ☑ 11-20 ☑ 21-50 ☑ 51-100 ☑ SERP features

59.7K
44.8K
29.9K
14.9K
0

Oct 2021 Jan 2022 Apr 2022 Jul 2022 Oct 2022 Jan 2023 Apr 2023 Jul 2023

Organic Position Distribution

Traffi...
50.38
12.25
3.40
2.45
2.45

100%

50%

0%

1-3 4-10 11-20 21-50 51-100 SF

Positions on Google SERP

Organic Position Distribution

100%

50%

0%

1-3 4-10 11-20 21-50 51-100 SF

Positions on Google SERP

Branded Traffic Trend

100%
50%
0%

Sep 2022 Nov 2022 Jan 2023 Mar 2023 May 2023 Jul 2023

Branded vs. Non-Branded Traffic

○ Branded   95.5%   by 389 keywords
○ Non-Branded   4.5%   by 4.47K keywords

View details

Competitive Positioning Map

● usicoc.biz   ● mahindra.com   ● techmahindrafo...
● officeaddress.b...   ● borngroup.com   ● techmahindra.c...

27.4K
18.3K
9.1K

0 1K 2K 3K 4K 5K 6K 7K

Organic Keywords

Intent		Keywords	Traffic
● Informational	42.5%	2.5K	1.3K
● Navigational	23.5%	1.4K	21.5K
● Commercial	19.5%	1.2K	1.7K
● Transactional	14.5%	856	1.8K

View details

Main Organic Competitors 3,451

Competitor	Com. Level	Com. Keywords	SE Keywords
usicoc.biz ↗		21	558
mahindra.com ↗		69	6,631
techmahindrafou... ↗		15	111
officeaddress.bl... ↗		9	168
borngroup.com ↗		17	950

View details

Tech **Mahindra**

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
tech mah	EN	1	165,000	50,160
tech mahindra	HI	1	165,000	50,160
tech mahindra	EN	1	165,000	50,160
techmahindra	HI	1	165,000	50,160
techmahindra	EN	1	165,000	50,160
technical mahindra	HI	1	165,000	50,160
technical mahindra	EN	1	165,000	50,160
pace hr	EN	1	49,500	15,048
pace hr	HI	1	49,500	15,048
twingo tech mahindra	HI	1	49,500	15,048

Individual Keywords

Tech Mahindra

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
know	✗	✗	✓	76
tech	✓	✗	✓	63
mahindra	✓	✗	✓	57
digital	✗	✗	✓	32
services	✗	✗	✓	26
new	✗	✗	✓	23
industries	✗	✗	✓	21
how	✗	✗	✗	19

Part 3: Content Ideas and Marketing Strategies

➢ **_Content Idea Generation & Strategy:_**

➢ **_Amplified Customer experience :_** Digital and mobile first frictionless experience, actionable intelligence for offline and online Real-time engagement, and omnichannel content, ensuring a seamless and secure online experience for guests along with an optimized balance between convenience and security and more.

➢ **_Faster Time to Market :_** With ease of adding applications/ capabilities on the go, centralized data management. Rapid onboarding of partners and apps, automated integration flows adaptable and scalable infrastructure with self-service analytics, and more.

➢ **_Green IT :_** Multi-tenancy cloud native efficient design to enable efficient resource usage. Predictive and trend analytics to drive resource optimization. Intelligent, optimized, and responsive infrastructure with real-time alerts on smart services.

Content Idea Generation & Strategy:

➢ ***Tech Mahindra Product Strategy:*** Tech Mahindra is one of the leading technology firms based out of India. Tech Mahindra offers an array of services to its customers spread across various industries like Automotive, Banking & Financials, Manufacturing, Health care, Media & Entertainment, Public Services, retail and travel & logistics. These services offered by Tech Mahindra can be categorized into three broad spectrums – Services& Solutions, Platforms and Outsourcing. All these are the product & service strategy in its marketing mix.

➢ ***Tech Mahindra Price/Pricing Strategy:*** Tech Mahindra, like any IT company, has a diverse offering and pricing is dependent on various factors. Price is very interesting parameter to discuss when it comes to IT/IS companies.

➢ ***Tech Mahindra Place & Distribution Strategy:*** Tech Mahindra provides services from nearly 50 countries to clients across the globe in various time zones without any glitches made possible by modern technology and best practises put in place. Tech Mahindra's major geographic locations include India – Bangalore, Hyderabad, Mumbai, Chennai, Kolkata, Pune; In Asia Pacific region the following are major locations – China, Hong Kong, Indonesia, Singapore, South Korea

Content Calendar Example

JULY **2023**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 National Postal Worker Day / International Joke Day #NationalPostalWorker Day #InternationalJokeDay
2 World UFO Day #WorldUFODay	**3**	**4** Independence Day #July4th	**5** National Workaholics Day #NationalWorkaholic Day	**6**	**7** World Chocolate Day #WorldChocolateDay	**8**
9	**10** National Kitten Day #KittenDay	**11** National Cheer Up the Lonely Day #CheerUpTheLonelyDay	**12**	**13** National French Fry Day #NationalFrenchFry Day	**14**	**15** Give Something Away Day #GiveSomethingAway Day
16 National Cherry Day #NationalCherryDay	**17** World Emoji Day #WorldEmojiDay	**18** World Listening Day / Nelson Mandela International Day #WorldListeningDay #MandelaDay	**19**	**20** International Chess Day #InternationalChess Day	**21** National Junk Food Day #NationalJunkFoodDay	**22**
23	**24**	**25**	**26**	**27** National Intern Day #NationalInternDay	**28** Talk In an Elevator Day (last Friday of July) #TalkInAnElevatorDay	**29**
30 International Day of Friendship #DayOfFriendship	**31**					

Notes:

Part 3: Content Ideas and Marketing Strategies :

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

➢ **What is marketing strategy Tech Mahindra ?**

• Marketing Strategy of Tech Mahindra analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). These business strategies, based on Tech Mahindra marketing mix, help the brand succeed in the market.

➢ **What is Tech Mahindra Culture ?**

• At Tech Mahindra, a culture of driving positive change, celebrating each moment, and empowering all to Rise drives us to dream, do, and become more. By living our culture, both as individuals and as a team, we establish and advance our presence as a brand that is global, innovative, and caring.

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

➤ **_Format 1 :_** BLOG ARTICLE

➤ **_AIM:_** Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today, and believes that the 'Future is Now'.

➤ **_IDEAS:_** Tech Mahindra we are the digital Changemakers and we are here to disrupt old ideas, blaze new trails, and create connected experiences; for a connected world.

➤ **_Format 2 :_** VIDEO

➤ **_AIM :_** As we enter the next decade, we at Tech Mahindra envision a world of positive change. In that spirit, we have created a video that presents our story.

➤ **_IDEAS:_** Tech Mahindra is focused on leveraging next-generation technologies including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers and aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

➤ *Format 3: CREATIVE*

➤ **AIM:** Tech Mahindra, our brand playbook is built around being purpose-driven, people-first, and performance-led. Through our refreshed brand pillars and NXT.NOW™ framework.

➤ **IDEAS:** Tech Mahindra we are the digital changemakers and we are here to disrupt old ideas, blaze new trails, and create connected experiences; for a connected world.

COMPITITOR ANALYSIS OF TECH MAHINDRA
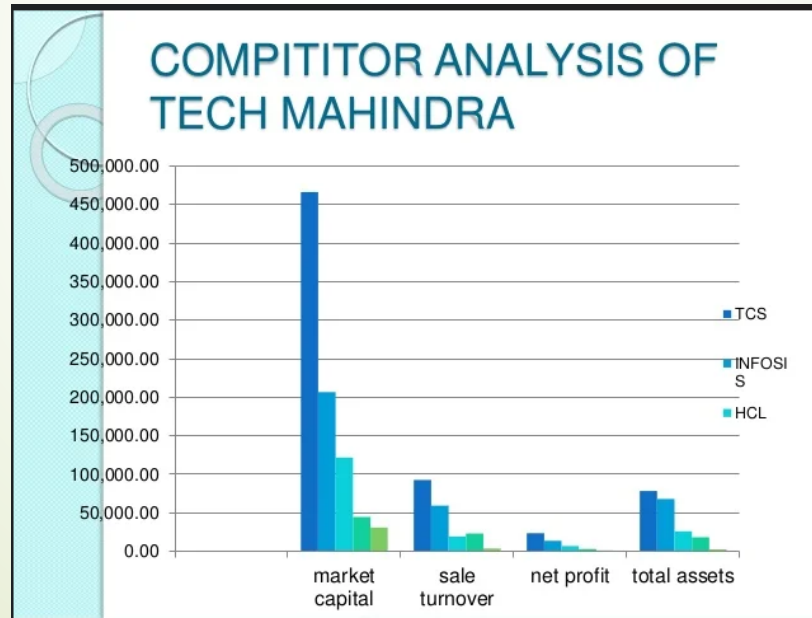
Instagram Story
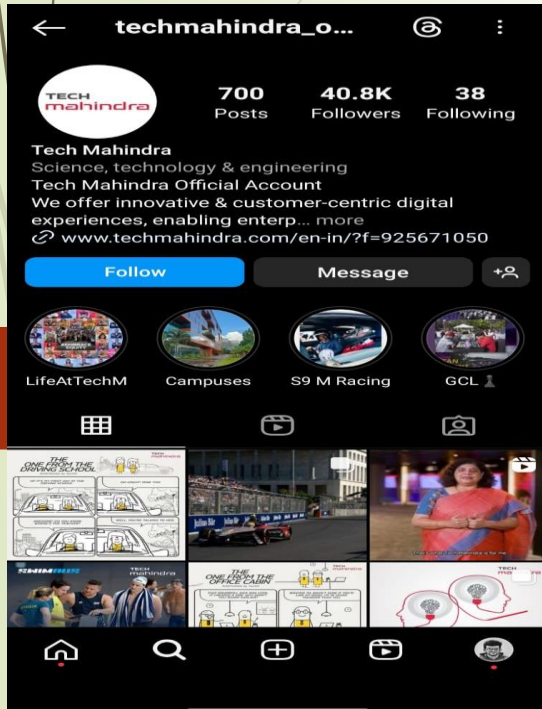
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

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.

Images of edited video in VN app
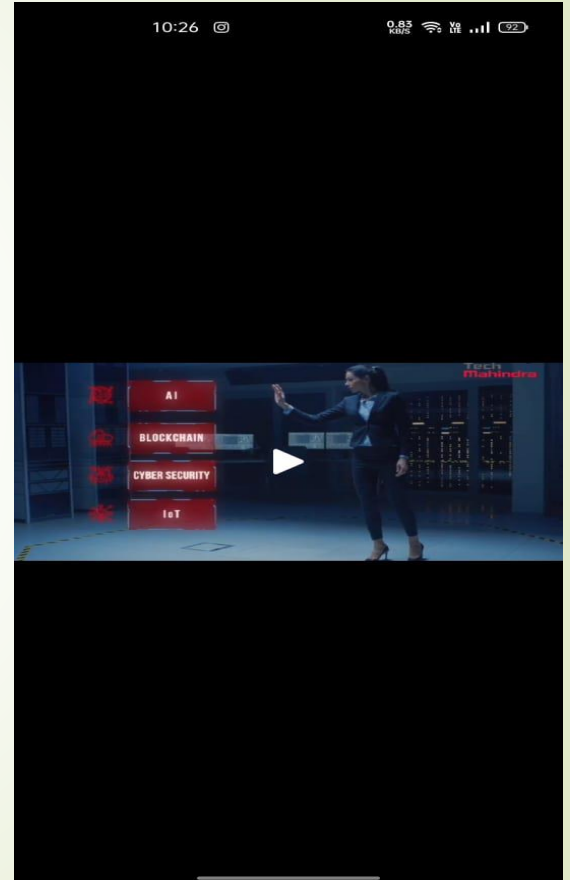
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Social Media Ad Campaigns

Ad Campaigns over Social Media:

INSTAGRAM AD CAMPAIGN : Instagram ads are posts that promote a business products or services. The post can appear in multiple ways, such as an Instagram feed, stories, or both. They can include images or video along with copy and a link to the web page of the company's choice.

BRAND AWARNESS : Post content that is consistent with your brand personality. The key to increasing your brand awareness via Instagram is consistency. The content you post must be consistent with your overall brand personality. Post images and videos that are in line with the goals of your brand…

Goal: To drive awareness of the extension of the brand. The goal of their Instagram campaign was based on boosting awareness and sales of their tropical flavored 'Summer Edition' energy drink for the Australian market…

https://www.instagram.com/techmahindra_official

Facebook social media campaign

Facebook networks and celebrated its sponsorship and commitment to Liverpool FC. As part of the campaign, the brand shared a video message from Liverpool manager Jürgen Clop, to influencers and Liverpool fans.

BRAND AWARNESS : Build awareness of your brand and business through ads on Facebook and Instagram today. The awareness objective can help people remember seeing your ads. Try it on your ad. Target The Right Audience. Build Brand Awareness. Promote your App.
https://www.facebook.com/MahindraRise

Twitter social campaign

BRAND AWEARNESS OF TWITTER : March 2022,about 23%of us social media users had heard about twitter in the media, on social media, or in advertising over the past four weeks. Of the 86% who know the brand, that 's 27%,meaning at the time of the survey twitter in the united states..

TWITTER SOCIAL MEDIA CAMPAIGIN : Twitter is the answer to the question what are you doing now. It always you to create a text like message of up to 140 characters through a pc or on your phone and send it to your followers. It's a mix of business and social. You could be a at home communicating what your are doing or in work.

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:** Tech Mahindra does promotion of various kinds in its marketing mix with an objective increasing its brand awareness among industries and prospective clients.

➢ **Ad Creation:** At Tech Mahindra, we are helping enterprises through this journey from resilience to relevance with solutions powered by next-gen tech. With NXT.NOW

➢ **Driving website traffic:**

Optimize your images….

Perform a regular SEO Audit…

Test it frequently….

➢ **Audience Targeting:** Tech Mahindra is A data and innovation-driven organization. We are bringing to fore our knowledge, assets and rich data acquired over the decade along with new capabilities added through acquisitions and strategic alliances to shape the future of our customers.
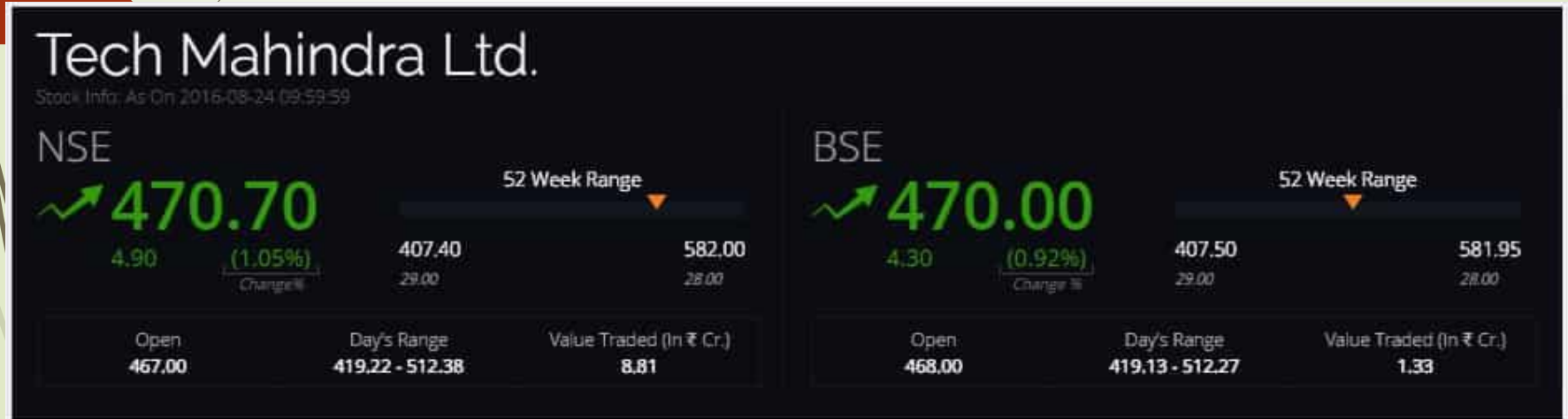
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

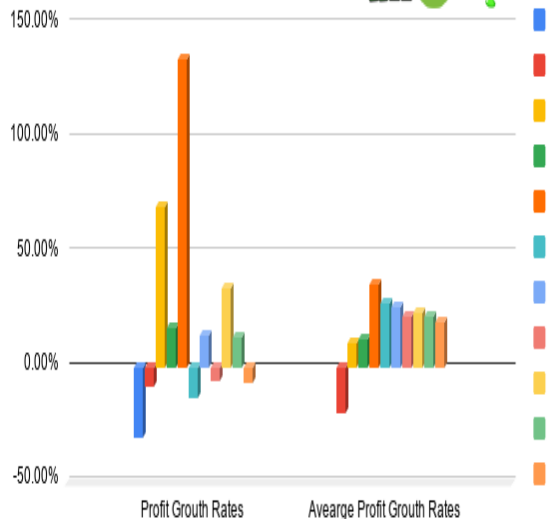**Email Ad Campaigns**

Ad Campaigns for email marketing:

E-MAIL ID : Connect@techmahindra.com

Email Ad Campaign 1 - Brand Awareness

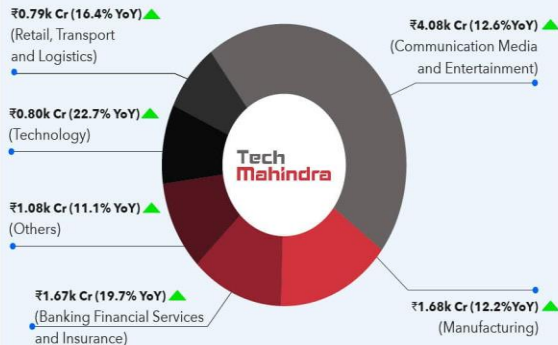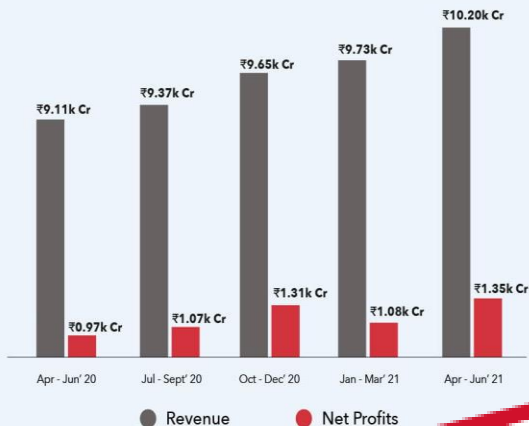**Tech Mahindra Net Profit Growth Rates vs Average Profit Growth Rates**

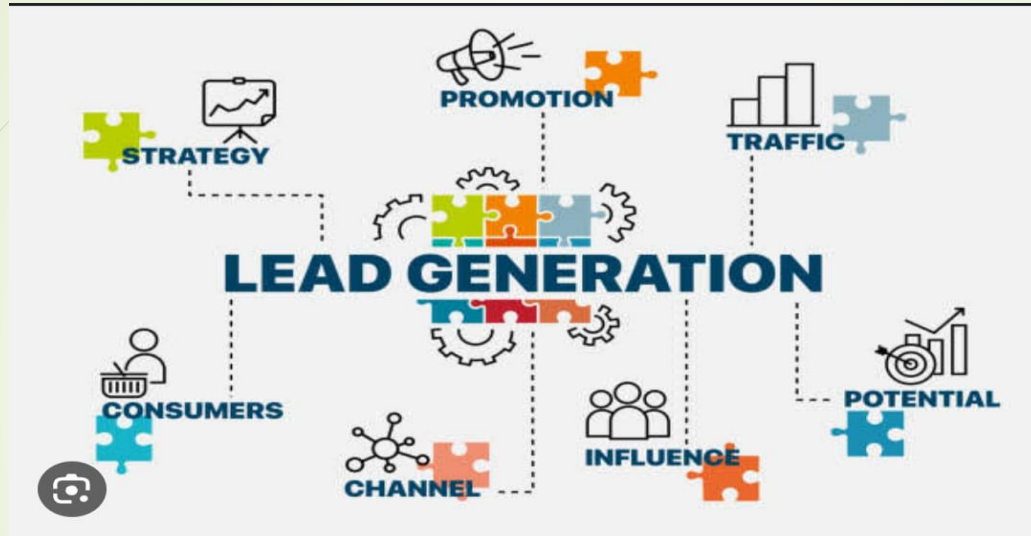**Tech Mahindra** Revenue by Industry: Apr - Jun' 2021

Total Revenue: ₹10,198 Cr

₹0.79k Cr (16.4% YoY) ▲ (Retail, Transport and Logistics)

₹4.08k Cr (12.6% YoY) ▲ (Communication Media and Entertainment)

₹0.80k Cr (22.7% YoY) ▲ (Technology)

₹1.08k Cr (11.1% YoY) ▲ (Others)

₹1.67k Cr (19.7% YoY) ▲ (Banking Financial Services and Insurance)

₹1.68k Cr (12.2% YoY) ▲ (Manufacturing)

Tech Mahindra (Revenue & Net Profits)

₹9.11k Cr | ₹9.37k Cr | ₹9.65k Cr | ₹9.73k Cr | ₹10.20k Cr

₹0.97k Cr | ₹1.07k Cr | ₹1.31k Cr | ₹1.08k Cr | ₹1.35k Cr

Apr - Jun' 20 | Jul - Sept' 20 | Oct - Dec' 20 | Jan - Mar' 21 | Apr - Jun' 21

● Revenue ● Net Profits

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, discussing the challenges faced and lessons learned.

We learnt how to create ad campaigns and video designing and gained practical knowledge in digital marketing.

We gradually learnt how to gain loyal customers and build brand image by attracting target audience.

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THANK YOU