

Comprehensive Digital Marketing Project Work For HAVELLS



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

COMPANY/TOPIC for project: Havells India Ltd.

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



Brand colours: Red & White

Tagline: Committed to save energy

Mission/Values: Havells India Ltd Mission and values is business ethics, global reach, technological expertise, building long-term relationships with all our associates, customers, partners and employees.

USP: The unique selling proposition of Havells revolves around energy efficiency and cost-effectiveness.

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

- **Analyze Brand Messaging:** Innovation and Technology & creative

Havells India Ltd. is all about being innovative. They offer reliable electrical solutions that customers can trust. They care about energy efficiency and sustainability, aiming for a greener future. Havells wants to connect with people's emotions and make a positive impact. In short, Havells' brand message can be summed up in one word: innovation.

<https://www.instagram.com/p/Cur1ASRJTG/?hl=en>

<https://www.instagram.com/p/CuHOZK1oyi3/?hl=en>

- **Examine the brand's tagline:** Committed to save energy

Havells India Ltd. is committed to saving energy and being environmentally responsible. They prioritize sustainability by focusing on energy conservation. By promoting eco-friendly practices, Havells appeals to customers who value protecting the environment and conserving resources.



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.bajajelectricals.com/>

USP: Wide variety of products, Corporate Social Responsibility

Communication: Clear and Responsive Customer Support

Competitor 2: <https://www.cgglobal.com/>

USP: Global Reach and Adaptability, Innovative Solutions, Reliability and Quality

Communication: Customer Feedback and Reviews

Competitor 3: <https://www.exideindustries.com/>

USP: Extensive Product Range, Nationwide Network and Service Customer-Centric Approach

Communication: Transparency and Clear Communication

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, behaviors, and interests.

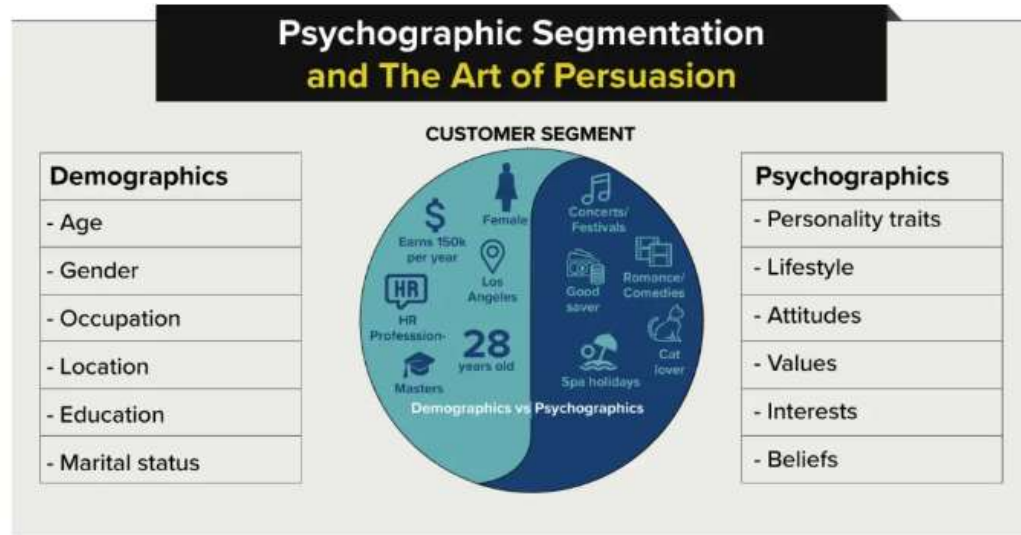
Havells Company can focus on promoting the quality, reliability, and innovative features of their products.

Target Audience for Havells Company:

Tech-savvy professionals seeking quality, innovative, and energy-efficient electrical solutions for their homes.

Demographic - Urban professionals (age 25-40, both genders) with above-average income.

Psychographic - Tech-savvy individuals who value quality, innovation, and energy efficiency in their electrical solutions.



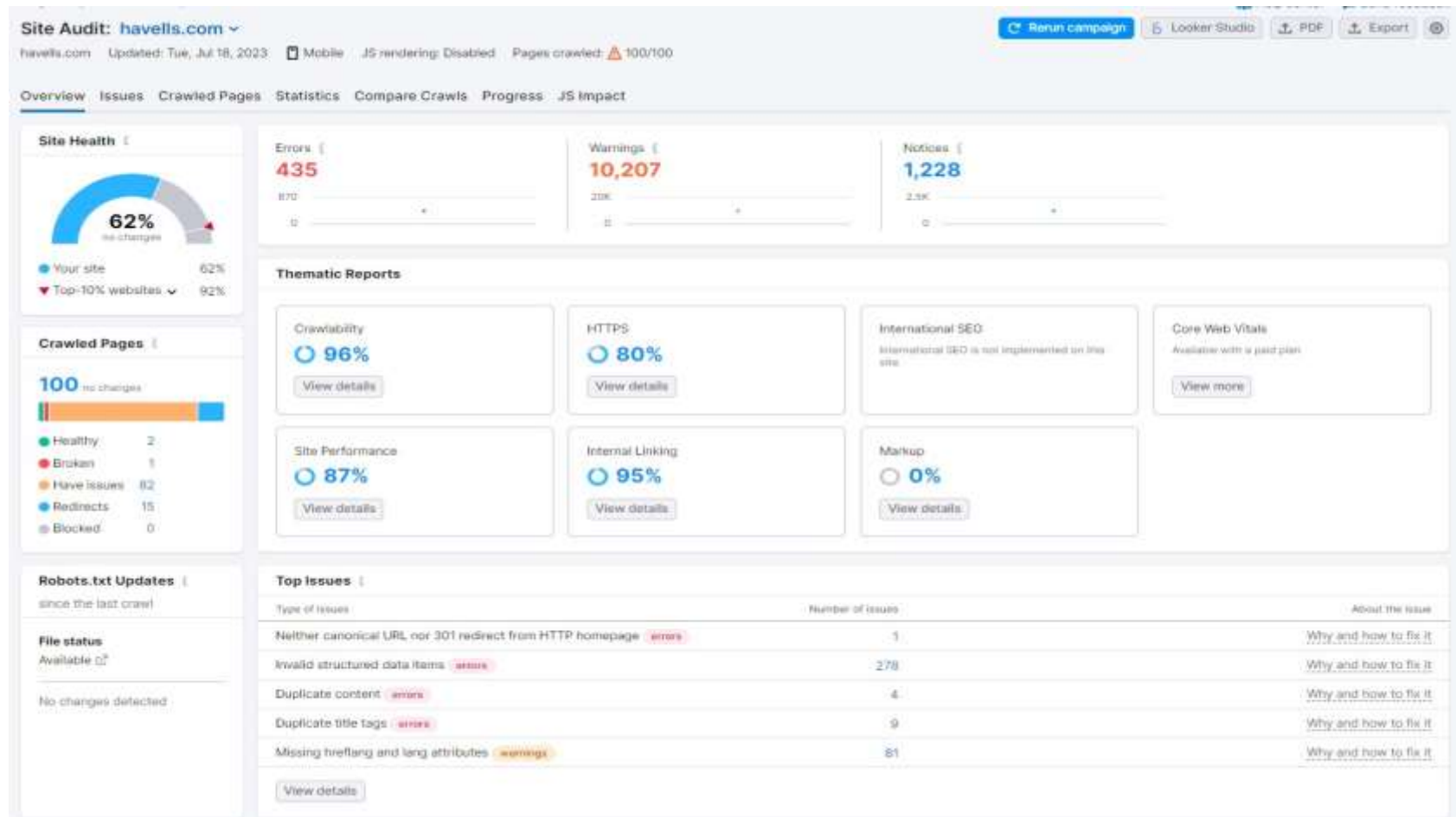
Part 2: SEO & Keyword Research

- **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



Thematic Reports

Crawlability

96%

View details

HTTPS

80%

View details

International SEO

International SEO is not implemented on this site.

View more

Core Web Vitals

Available with a paid plan

View more

Site Performance

87%

View details

Internal Linking

95%

View details

Markup

0%

View details

Top Issues

Type of Issues	Number of Issues	About the Issue
Neither canonical URL nor 301 redirect from HTTP homepage errors	1	Why and how to fix it
Invalid structured data items errors	278	Why and how to fix it
Duplicate content errors	4	Why and how to fix it
Duplicate title tags errors	9	Why and how to fix it
Missing hreflang and lang attributes warnings	81	Why and how to fix it

View details

Research Objectives "To conduct a comprehensive market analysis and consumer research to gain insights into the evolving electrical appliances and consumer electronics industry in India. The research aims to identify emerging trends, understand customer preferences, and assess the competitive landscape. The findings will help Havells India Ltd to strategically position its product offerings, develop innovative solutions, and strengthen its market presence while maintaining customer satisfaction and brand loyalty

Long Tail Keywords

Long Tail Keywords
"Havells ceiling fans for large rooms"
"Havells energy-efficient LED bulbs"
"Best Havells water heaters under 6000"
"Havells smart switches for home automation"
"Havells premium decorative lights"
"Havells kitchen appliances for small spaces"
"Havells high-speed pedestal fans"
"Review of Havells RO water purifiers"
"Havells inverter ACs for coastal areas"

Seed Keywords

Seed Keywords
Havells products
Havells electrical appliances
Havells fans
Havells lights
Havells switches
Havells LED bulbs
Havells water heaters
Havells air purifiers
Havells kitchen appliances
Havells air conditioners
Havells exhaust fans
Havells smart home products
Havells electrical accessories

Analyze Competitor Keywords

Site Overview

Ranking Distribution

Site Overview

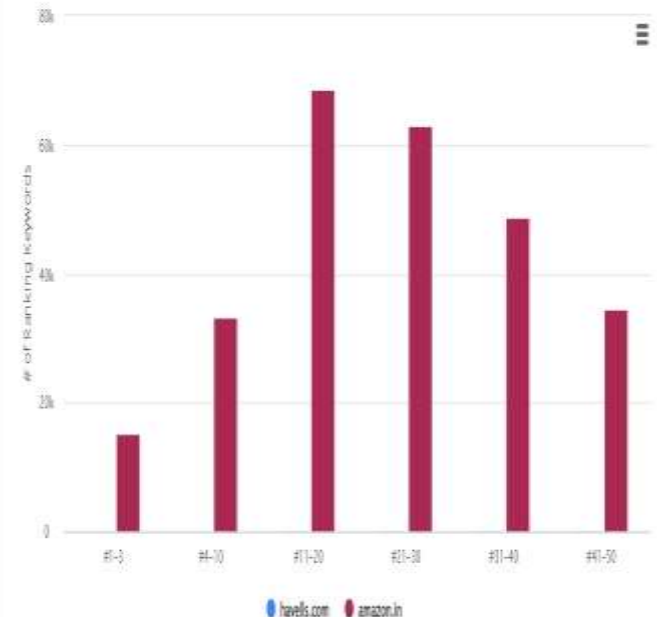
[More Info](#)

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
havells.com	930	54 keywords in #1-3 63 keywords in #4-10	50	47
amazon.in	263.3k	15.3k keywords in #1-3 33.3k keywords in #4-10	73	92

Site Overview

Ranking Distribution

Ranking Distribution



Meta Tag Optimization for www.havells.com:

- 1. Title Tag:-** Current Title Tag: "Havells India - Fans, Home & Kitchen Appliances, LED Lights, Personal Grooming"
Suggested Title Tag: "Havells India - Leading Brand for Fans, Home Appliances, LED Lights, and Personal Grooming"
- 2. Description Tag:-** Current Description Tag: "Rediscover the joy of fresh living & eating with Havells Domestic Appliances such as electric iron, food processors, juicer mixer grinders, induction cooker, room heaters etc."
Suggested Description Tag: "Discover a fresh living experience with Havells Domestic Appliances - Electric Irons, Food Processors, Juicer Mixer Grinders, Induction Cookers, Room Heaters, and more."
- 3. Keywords Tag: Suggested Keywords Tag:** "Havells India, Fans, Home Appliances, LED Lights, Personal Grooming, Electric Iron, Food Processor, Juicer Mixer Grinder, Induction Cooker, Room Heaters."

Content Optimization for www.havells.com:

- 1. Homepage:-** Ensure the homepage showcases a visually appealing layout with clear navigation for easy access to different product categories. Add a prominent call-to-action (CTA) above the fold to encourage visitors to explore products or shop now.

2. **Product Pages:-** Each product page should have a unique and descriptive title that includes the product name and key features. Provide comprehensive product descriptions that highlight the product's benefits, features, and specifications

3. **Blog:-** Create and maintain a blog section to share informative articles related to home appliances, health, wellness, and lifestyle. Optimize blog posts with relevant keywords to improve organic search visibility

4. **About Us Page:-** Provide a compelling and concise "About Us" section, showcasing Havells' brand history, mission, and commitment to quality. Include information about the company's values, sustainability initiatives, and social responsibility efforts.

5. **Contact Page:-** Ensure the contact page contains a user-friendly form for inquiries and feedback. Include essential contact details, such as a phone number, email address, and physical address.

6. **SEO Best Practices:-** Regularly update the website with fresh content, new product releases, and promotions to keep it relevant and rank higher in search engine results. Optimize images with alt tags for improved accessibility and search engine crawls. Focus on link building and outreach to improve domain authority and search rankings.

Keyword research of havells

- **Top keywords** : CONSUMER CONSUMER. FANS. LIGHTING. APPLIANCES. WATER HEATER. AIR COOLER. WATER PURIFIER. PERSONAL GROOMING. LLOYD CONSUMER DURABLE. PUMP. SWITCHES. SWITCHGEAR. FLEXIBLE CABLES.
- Virtual Tour.

Main keywords

<https://havells.com/>

- 1. havells products
- 2.havells electrical appliances
- 3.havells fans
- 4.havells home appliances
- 5.havells LED lights
- 6.havells energy efficient products
- 7.havells consumer electronics
- 8.havells smart home solutions
- 9.havells industrial products
- 10.havells cables and wires
- 11. havells lights
- 12.havells switches
- 13. havells wire price
- 14.havells kitchen appliances
- 15.havells power distribution solutions
- 16. havells water heaters
- 17. havells Standard fan
- 18.havells electric irons
- 19. havells air conditioners
- 20. havells ceiling fans

Showing 25 of 343 keywords

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
havells	145,000	\$0.01	\$0.18	LOW
havells customer care number	27,100	\$0.00	\$0.00	LOW
havells customer care	27,100	\$0.00	\$0.00	LOW
havells switches	12,100	\$0.01	\$0.39	MEDIUM
havells wire	12,100	\$0.01	\$0.02	HIGH
havells wall fan	8,100	\$0.01	\$0.02	HIGH
havells wire price list	6,900	\$0.01	\$0.01	LOW
havells table fan	6,600	\$0.01	\$0.00	HIGH
havells in india	6,600	\$0.02	\$0.59	LOW
havells company	5,400	\$0.01	\$0.02	LOW
havells india limited	5,400	\$0.04	\$0.53	LOW
havells products	4,400	\$0.01	\$0.03	HIGH
havells switch board	4,400	\$0.01	\$0.15	MEDIUM
havells switch price	2,900	\$0.01	\$0.14	MEDIUM
havells service centre	2,900	\$0.18	\$0.34	LOW
havells wire price	2,900	\$0.01	\$0.01	HIGH
havells service center near me	2,400	\$0.18	\$0.44	LOW
havells standard fan	2,400	\$0.01	\$0.01	HIGH

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 calendar for month of july

CONTENT CALENDAR						
JULY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
07						23
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Time : 10.00am - 12.00pm Havells Brand Identity	18 Time : 10.00 am -12.00pm Keyword Research	19 Time:10.00 am -12.00pm Seo Audit for Havells	20 Time: 10.00am-12.00pm Competitor Anlaysis for Havells brand and products	21 Time 10.00am-12.00pm Instagram Quiz Post for Havells	22 Time:10.00am-12.00pm Havells Ad Videos
23	24	25	26	27	28	29
30	31					
Monthly Planner						Just keep moving forward.

Part 3: Content Ideas and Marketing Strategies

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

Aim : Havells, a leading consumer electricals and appliances company, aims to be a pioneer in the industry by continuously innovating and offering high-quality products that enrich the lives of its customers. The company's core focus is to provide sustainable solutions, enhance convenience, and create a safer and smarter living environment for individuals and families alike.

Idea : Havells strives to create a diverse and dynamic product portfolio, offering a wide range of electrical products, home appliances, and smart solutions that cater to the evolving needs of its customers. With a focus on quality, reliability, and energy efficiency, Havells aims to enhance convenience, comfort, and safety in the lives of people across the globe.

Strategy : Havells adopts a multi-faceted and dynamic strategy to maintain its position as a leading player in the electrical and consumer appliances industry. The company's core strategy revolves around innovation, customer-centricity, market expansion, and sustainability.

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 and Marketing Strategy Process:

Understanding the Audience: The process begins with in-depth research to understand the target audience's preferences, pain points, and aspirations. This helps in tailoring content that resonates with their needs and interests.

Creativity and Innovation: Developing unique and creative content ideas that stand out in a saturated market is essential. It involves brainstorming sessions, collaboration among team members, and staying updated with current trends.

Brand Identity and Storytelling : Crafting a compelling brand story and identity is crucial for building an emotional connection with customers. Storytelling helps humanize the brand and makes it more relatable.

Multi-channel Approach : Implementing a multi-channel marketing approach ensures that the content reaches a broader audience. This includes leveraging social media, blogs, email marketing, videos, and more.

Challenges Encountered:

Content Overload : In a digital world, consumers are bombarded with content daily. Standing out and capturing their attention amid the content overload can be challenging.

Audience Fragmentation : Different audience segments have diverse preferences, making it difficult to create one-size-fits-all content. Personalization becomes crucial but requires more resources and effort.

Content Quality vs. Quantity : Balancing the need for consistent content production with maintaining high-quality standards can be a challenge.

Platform Algorithm Changes: Social media platforms often update their algorithms, affecting content reach and engagement. Staying adaptable to these changes is vital for success.

Lessons Learned:

Quality Over Quantity: Focus on producing high-quality content that adds value to the audience. Engaging and valuable content tends to have a more significant impact.

Customer-Centric Approach: Put the audience at the core of content creation and marketing strategies. Understanding their needs and preferences leads to more meaningful connections.

Consistency and Patience: Building a strong brand presence and loyal customer base takes time. Consistent efforts and patience are necessary for long-term success.

Agility and Flexibility : Embrace a flexible approach to adapt quickly to changing market trends and platform algorithm updates. This requires ongoing monitoring and evaluation.

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

Blog Link : <https://havells--products.blogspot.com>

Aim : Boost SEO & provide information about major power distribution equipment manufacturer with a strong global presence

Date : 20th july 2023

Idea : Havells India introduces innovative Solid State Circuit Breaker (SSCB) technology in association with Swedish Tech Start Up - Blixt

Topic : 5 ways to use SSCB (Solid State Circuit Breaker) has various applications

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

Format 2 : Video

Aim : To promote a better Summer Havells Fans

Date : 21th july 2023

Idea : Presenting the wide range of Havells Fans, the ultimate summer essential for your home.

Topic : Launch wide range of Havells Fans

Link : https://youtu.be/cJgcU9vFM_E

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

Format 3 : Creative

Aim : Innovation & Technology and Brand awareness

Date : 22th july 2023

Idea : To create an inspiring & trending topic:Chandrayan-3

Post : Chandrayan-3



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

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.

Video link: <https://drive.google.com/file/d/1Ro5GspJNRaBPWFLcu4NBXQamKywJimwa/view?usp=sharing>

Click on the link above; here, we can find a video ad on Havells created using the Inshots application.

Poster Designs using Canva



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

Social Media Ad Campaigns

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

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)

Ad Campaign1: Brand Awareness

1. "Havells Innovations" Video Series (Facebook & Instagram):

1. Strategy: Showcase the company's latest innovative products and technologies.
2. Aim: Demonstrate Havells' commitment to innovation and cutting-edge solutions.
3. Idea: Create a series of short, engaging videos highlighting the unique features and benefits of Havells' latest products like smart home devices, energy-efficient appliances, and industrial solutions.

2. "Havells Heroes" Customer Testimonials (Instagram Stories & Highlights):

1. Strategy: Humanize the brand by featuring real stories from satisfied customers.
2. Aim: Build trust and credibility by sharing positive experiences from customers.



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

Ad Campaign2:Website Traffic

1."Product Spotlight" Blog Series:

1. Strategy: Highlight different products each week to attract potential buyers.
2. Aim: Showcase the range of products offered by Havells and their unique features.
3. Idea: Publish weekly blog posts focusing on individual products, their benefits, and how they address specific customer needs.

2."Expert Insights" Video Interviews:

1. Strategy: Position Havells as an industry leader with expert knowledge.
2. Aim: Engage the audience with valuable insights from industry experts.
3. Idea: Conduct video interviews with Havells' product experts or industry specialists discussing industry trends, technological advancements, and energy efficiency.



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

Ad Campaign3: Generating leads

1. "Free Product Demos" Landing Page:

1. Strategy: Offer free product demonstrations to showcase Havells' offerings.
2. Aim: Provide potential customers with a hands-on experience of Havells' products.
3. Idea: Create a dedicated landing page where visitors can sign up for a free product demo session. Highlight the benefits of the demo and the value it offers to businesses and consumers.

2. "Exclusive Offers" Email Campaign:

1. Strategy: Provide exclusive deals and discounts to incentivize lead generation.
2. Aim: Encourage potential customers to take action and submit their details.



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:

Brand Awareness: Brand awareness refers to the extent to which consumers recognize and recall a particular brand. It is a crucial marketing metric that reflects the brand's visibility, familiarity, and recall among the target audience. Building strong brand awareness helps increase customer trust, loyalty, and preference for the brand's products or services.

Lead generation: Lead generation is the process of attracting and capturing potential customers (leads) who show interest in a company's products or services. It involves various marketing strategies, such as content marketing, social media, and email campaigns, to generate interest and collect contact information for follow-up and conversion into paying customers.

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Discover the Best in Home Comfort -
Introducing Havells!



**SPECIAL OFFER
PAY DAY
ELECTRONIC SALE**

Get discount prices up to 50% special price for you, and get dozens of other attractive prices.

Up to 50%

SHOP NOW

www.havells.com

Dear Valued Customer,

We hope this email finds you well and thriving in the comfort of your home. At Havells, we are excited to bring you the latest innovations in home appliances, designed to elevate your living spaces and make your life more enjoyable.

add button text





Copyright © 2022 by ITUT Corporation. All rights reserved.
[ELECTRONIC MAIL]

Your mailing address is:
[ELECTRONIC MAIL]

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#).



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



Your Path to a Sustainable Tomorrow ☀️

We hope this email finds you in good health and high spirits. At Havells, we are excited to share how we are leading the charge towards a sustainable future with our innovative products - Solar Energy and Premium Energy Efficient Motors!

Collect the details you need to stay in touch.

Email Address

Subscribe

About Us

Discover Havells' innovative products - Solar Energy and Premium Energy Efficient Motors - leading the charge towards a sustainable future! ☀️ ⚙️



Premium Energy Efficient Motors

At Havells, we are committed to driving innovation and sustainability in all our endeavors. We are delighted to introduce our latest breakthrough in motor technology - the Havells Premium Energy Efficient Motors.



Let your business shine brighter under the sun

At Havells, we are proud to present our state-of-the-art solar panels, a testament to our commitment to sustainability and innovation. With a vision of creating a greener and more energy-efficient future.



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.
- **Benefits of content curation include:**
 - Helping to establish an individual or brand as a thought leader in a particular industry or topic.
 - Providing a valuable resource for a specific audience.
 - Saving time by efficiently finding and organizing relevant content.
 - Challenges of content curation include:
 - Keeping up with the constant flow of new content.
 - Ensuring that the curated content is accurate, unbiased and appropriate for the intended audience.
 - Facing legal issues if the curated content includes copyrighted material.