

Comprehensive Digital Marketing Project Work

PRESENTATION BY:-

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TOPIC: HERO MOTOCORP LTD



Hero MotoCorp Limited (formerly Hero Honda) is an Indian multinational motorcycle and scooter manufacturer headquartered in New Delhi. It is the world's largest two-wheeler manufacturer and has a market share of about 46% in the Indian two-wheeler industry. As of 27 May 2021, the market capitalization of the company was ₹59,600 crore (equivalent to ₹700 billion or US\$8.7 billion in 2023).

Manufacturing Happiness Since 1985 with innovation at its core, Hero MotoCorp continues to provide mobility to the aspirations of millions around the world. The company is constantly expanding horizons and strengthening its capabilities. Riding on product innovation and its ever-expanding ecosystem, Hero MotoCorp is determined to stay at the forefront of the transformational shift in the personal mobility space.

PART-I Brand study, competitor analysis & Buyer's/Audience's persona

MISSION :- Our mission is to re-define mobility through the creation of a mobility roadmap.
Set best practice and benchmarks for the industry.

VISION :- “ BE THE FUTURE OF **MOBILITY**”
And to deliver the best and the most cost-effective products & solutions
empowered by superior technologies.

VALUES :- **Passion** - We have the ‘JOSH’– we are driven to deliver our best every day;
loving what we do, be bold and have fun

Integrity - Our behavior is ethical and do the right thing when no one is watching.

Respect - We show regard and appreciation for everyone; celebrate diversity,
act with confidence yet humility.

Courage - We are Risk-takers, pioneers, unafraid to question the status-quo.

Responsible - We are Accountable for our actions and performance; delivering
outcomes as a team, caring for each other and the environment.

BRAND LOGO:-



BRAND COLOUR:- Red, White, Black

USPs:- Hero Moto Corp has a wide product variety of motorcycles, excellent brand equity & high customer loyalty

TAGLINE :- “Hum Main Hai Hero”
“Why Should Boys Have All the Fun?”
“Desh Ki Dhadkan”
“Fill it, Shut it, Forget it “

WEBSITE:-<https://www.heromotocorp.com/en-in.html>

- Analyze Brand Messaging :-

Hero MotoCorp's brand messaging has been successful in establishing a strong and positive brand image, particularly in the Indian market. Their emphasis on trust, dependability, fuel efficiency, and innovation resonates with their target audience, which has contributed to their leading position in the two-wheeler industry.

- Examine the brand's tagline :-

- A popular advertising campaign based on the slogan “**Fill it – Shut it – Forget it**” that emphasized the motorcycle's fuel efficiency helped the company grow at a double-digit pace since its inception.
-
- In 2001, the company became the largest two-wheeler manufacturing company in India and globally.
- “**Why Should Boys Have All the Fun?**” – This tagline was used in the past to promote female ridership and empowerment.
- “**Desh Ki Dhadkan**” – This tagline emphasized their connection with the people of India.
- “**Hum Main Hai Hero**” – This was one of their iconic and long-running taglines.

- **COMPETITOR ANALYSIS:-**

COMPETITOR-1 :-

:- TVS MOTOR COMPANY:-



TVS Motor Company (commonly known as TVS) is an Indian multinational motorcycle manufacturer headquartered in Chennai. It is the third-largest motorcycle company in India in terms of revenue.

The company has annual sales of three million units and an annual production capacity of over four million vehicles. TVS Motor Company is also the second largest two-wheeler exporter in India with exports to over 60 countries.

USP:- One of the largest three two-wheeler manufacturers in India

TAGLINE:- “Inspiration in Motion”.
“ Badi bhi, Badhiya bhi “.

WEBSITE:-<https://www.tvsmotor.com/>

COMPETITOR-2 :-

:-HONDA MOTOR CO., Ltd:-



Honda Motor Co., Ltd. Is a Japanese public multinational conglomerate manufacturer of automobiles, motorcycles, and power equipment, headquartered in Minato, Tokyo, Japan. Honda has been the world's largest motorcycle manufacturer since 1959, reaching a production of 400 million by the end of 2019.

USPs:- Honda offers designer, comfortable and luxury cars at affordable prices

TAGLINES:-

“The Power of dreams”.

“Live your Style”.

“Precision crafted performance”.

“The road will never be the same”.

“The true definition of luxury. Yours”.

WEBSITE:- <https://www.honda2wheelersindia.com/>

COMPETITOR-3:-

-:BAJAJ AUTO LIMITED :-



The World's Favourite Indian with more than 18 million motorcycles sold in over 70 countries, the Bajaj brand is truly 'The World's Favourite Indian'. It is India's No.1 motorcycle exporter with two out of three bikes sold internationally carrying a Bajaj badge. The company is also the world's largest manufacturer of three-wheelers.

USP:- Wide variety of motorcycles for the average Indian.

TAGLINE:- “ Hamara **Bajaj**”; Distinctly Ahead”
“The World's Favourite Indian”

WEBSITE:-<https://www.bajajauto.com/bikes>

BUYER'S / AUDIENCE'S PERSONA:-

Hero MotoCorp Ltd. Is a prominent Indian motorcycle and scooter manufacturer. To clearly define its target audience, we'll consider various factors including demographics, psychographics, behaviors, and interests:

DEMOGRAPHICS:-

- **Age:-**The primary target audience falls within the age range of 18 to 45 years old.
- **Gender:-**The target audience includes both males and females, with a slightly higher percentage of males due to the higher ownership of motorcycles and scooters among men in India.
- **Location:-**Hero MotoCorp targets urban and semi-urban areas where the demand for personal transportation is higher.
- **Income:-** The target audience typically belongs to the middle to upper-middle-income bracket, as owning a motorcycle or scooter is a significant investment for lower -income groups.

PSYCHOGRAPHICS:-

- **Lifestyle:-**The target audience values a practical and efficient mode of transportation that can easily navigate through traffic in busy urban environments.
- **Aspirations:-**They aspire for mobility and independence, seeking to own a reliable vehicle that aligns with their daily commuting needs.
- **Environmental consciousness:-**Some members of the target audience might be environmentally conscious, looking for eco-friendly transportation solutions.

BEHAVIORS:-

- **Commuting habits:** The target audience prefers motorcycles and scooters as a means of daily commuting due to their convenience, affordability, and ability to navigate congested roads.
- **Brand loyalty:** In India, Hero MotoCorp has built a strong brand presence over the years, which leads to a significant number of repeat customers and brand loyalty.
- **Research-oriented:** Potential customers tend to conduct extensive research before making a purchase decision, comparing features, performance, and prices of different models.

INTERESTS:-

- **Mobility:** The target audience is interested in personal mobility solutions that provide ease of travel and reduce dependency on public transportation.
- **Adventure and leisure:** Some customers might also be interested in leisure riding, exploring scenic routes during weekends or holidays.”

PART 2 :- SEO AUDIT AND KEYWORD RESEARCH



What is an SEO audit?

An SEO audit is the process of reviewing your online assets to make sure your site is performing the best it possibly can in search results. This includes finding out:

- Strengths and successes to harness or scale.**
- Mistakes to fix and low-hanging fruit to snatch up.**
- What's not working that you should do less of.**
- What's not working that needs to be improved.**

The thing is, there are so many facets to SEO that this process can become overwhelming, fast. We've simplified the SEO audit into 10 core steps in this post, but if you have a large website, you might also consider separating out your SEO audits into categories. Read on for some SEO audit types.

Domain Overview: heromotocorp.com

Export to PDF

Worldwide US UK DE Desktop Jul 25, 2023 USD

Overview Compare domains Growth report Compare by countries

Authority Score63

Semrush Domain Rank168.2K

Organic Search Traffic3.6M

Keywords97.1K

Paid Search Traffic192K

Keywords229

Backlinks216K

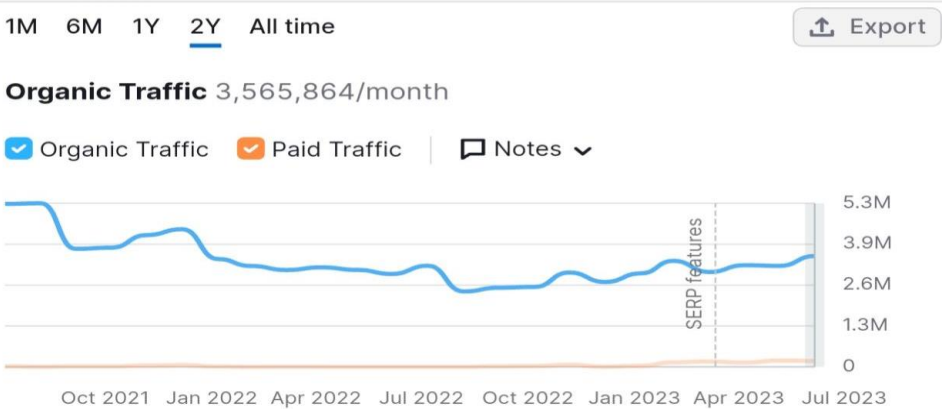
Referring Domains7.6K

Engagement metricsJune 2023Pages/Visits3.3Avg. Visit Duration06:37Bounce rate39.17%

OrganicPaid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	3.6M	97.1K
IN	98%	3.5M	61K
BD	<0.1%	31.2K	562
US	<0.1%	9.1K	5.7K
Other	1.2%	41.7K	29.8K

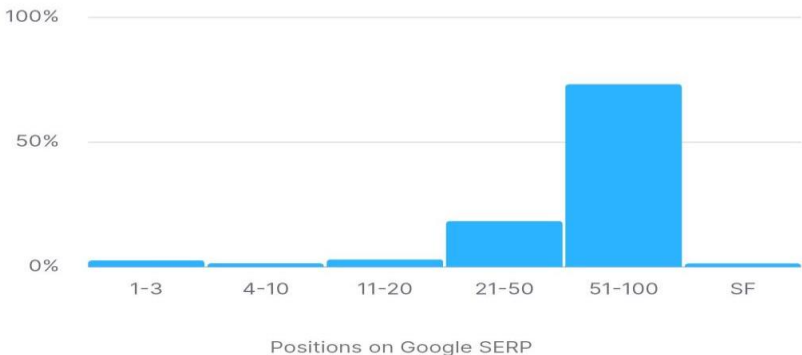


Top Organic Keywords 5,643

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...	☰
hero motorcy... >>	N	1	1.3K	0.44	11.37	
heromotocorps >>	N	1	1.3K	0.00	11.37	
hero motocorp >>	N	1	2.9K	0.00	7.86	
hero motorcy... >>	I T	1	2.4K	0.44	6.51	
hore bike >>	I T	1	720	0.81	6.30	

View details

Organic Position Distribution



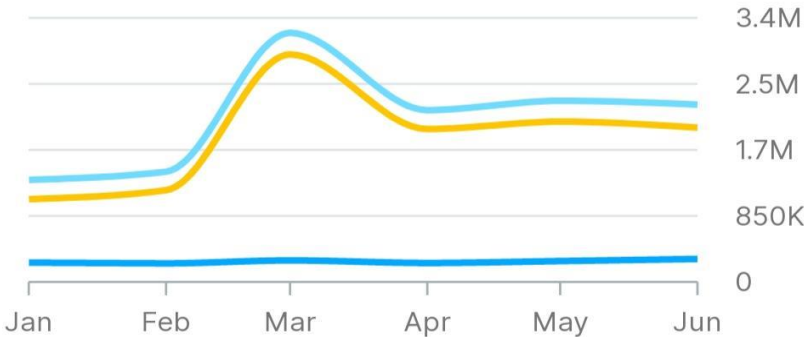
heromotocorp.com Traffic Share by Device

Quickly understand where a website's traffic comes from and what devices visitors prefer to use. On heromotocorp.com, desktops drive 13% of visits, while 87% of visitors come from mobile devices.

● Desktop 13% ● Mobile 87%



☒ All Devices ☒ Desktop ☒ Mobile 6 Months ▼



heromotocorp.com Top Organic Keywords

[Organic Research](#) is designed to help you discover competitors' best keywords. The tool will show you the top keywords driving traffic to heromotocorp.com, while also providing the exact search volume, cost-per-click, search intent, and competition level for each keyword.

 India | Jun 2023 

Keyword	Intent	Position	Volume	CPC(USD)	Traffic %
hero	N	1	450,000	0.01	11.4
hero bikes	I T	1	301,000	0.03	7.62
hero splendor	I T	1	246,000	0.09	6.23
hero motocorp	N	1	165,000	0.07	4.18
super splendor	I T	1	201,000	0.05	2.99

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
hero	 EN	1	450,000	136,800
hero	 HI	1	450,000	136,800
hero bike	 EN	1	301,000	91,504
hero bikes	 HI	1	301,000	91,504
hero bikes	 EN	1	301,000	91,504
hero splendor plus	 HI	1	301,000	91,504
hero splendor	 EN	1	246,000	74,784
splendor hero	 EN	1	246,000	74,784
connect hero	 EN	2	450,000	72,900
he ro	 EN	2	450,000	72,900

Total Traffic From Search

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



5.387.175

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.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Hero MotoCorp - India's Leading Two-Wheeler Manufacturer

Length : 56



Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

Explore the world of Hero MotoCorp, India's favorite two-wheeler manufacturer. Explore our range of stylish and powerful two-wheelers. Find your dream ride now!

Length : 160



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.heromotocorp.com/en-in.html>

Hero MotoCorp - India's Leading Two-Wheeler Manufacturer

Explore the world of Hero MotoCorp, India's favorite two-wheeler manufacturer. Explore our range of stylish and powerful two-wheelers. Find your ...

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: en-IN

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.

Similar Sites & heromotocorp.com Competitors

Reveal heromotocorp.com top alternatives and find potential or emerging competitors. bikewale.com is the website with the highest similarity score to heromotocorp.com. Find out why – Click here to [Analyze all competitors](#)

similarweb

Site	Affinity	Monthly visits	Category	Category rank
 bikewale.com	100% <div><div></div></div>	22.6M	Vehicles > Motorcycles	#1
 honda2wheelers...	98% <div><div></div></div>	2.7M	Vehicles > Motorcycles	#7
 bikedekho.com	83% <div><div></div></div>	21.6M	Vehicles > Motorcycles	#2
 bajajauto.com	83% <div><div></div></div>	1.8M	Vehicles > Motorcycles	#39
 yamaha-motor-i...	82% <div><div></div></div>	1.3M	Vehicles > Motorcycles	#81
 tvsmotor.com	67% <div><div></div></div>	2.7M	Vehicles > Motorcycles	#16
 suzukimotorcycle...	63% <div><div></div></div>	680.5K	Vehicles > Motorcycles	#99
 hondabigwing.in	57% <div><div></div></div>	326.2K	Vehicles > Motorcycles	#273
 safexbikes.com	55% <div><div></div></div>	468.5K	Vehicles > Motorcycles	#163

Social Media Traffic to heromotocorp.com

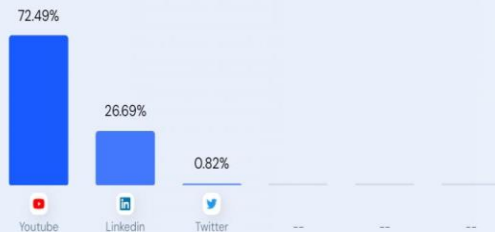
heromotocorp.com gets most of its social media traffic from Youtube, followed by LinkedIn and Twitter (Desktop). Engaging audiences through Twitter may reveal new opportunities

Social Networks

Social Network Distribution

similarweb

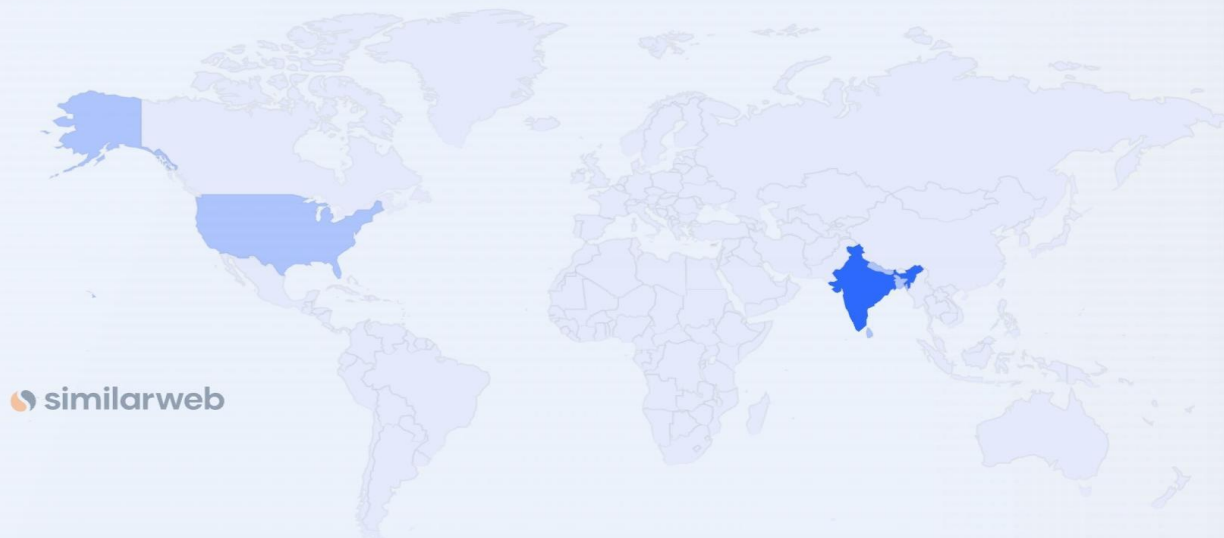
3



Geography & Country Targeting



Which countries sent the most traffic to heromotocorp.com lately? Where is their core audience from? Last month India was the top country sending desktop traffic to heromotocorp.com – click below to discover all countries



Top Countries ^①



Organic Search Traffic

3.6M +9.8%

Paid Search Traffic

192K -5%

Backlinks

216K

Backlinks Worldwide All time

Backlinks

Export

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
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Fédération Internationale de Hock...	Hero	follow
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https://www.fih.hockey/	http://www.heromotocorp.com/en-i...	
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Fédération Internationale de Hock...	Hero	follow
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https://www.fih.hockey/	https://www.heromotocorp.com/en...	
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Fédération Internationale de Hock...	Hero	follow
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https://www.fih.hockey/	https://www.heromotocorp.com/en...	
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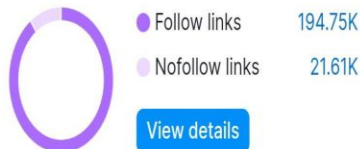
Caribbean Premier League Cricke...	Hero	follow
------------------------------------	------	--------

https://www.cplt20.com/	http://www.heromotocorp.com/	
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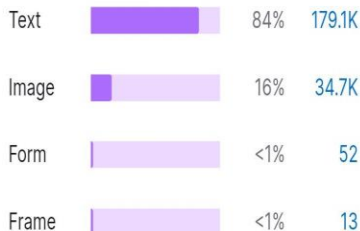
Society of Indian Automobile Man...	-	follow
-------------------------------------	---	--------

https://www.siam.in/	http://www.heromotocorp.com/	
---	---	--

Follow vs Nofollow



Backlink Types



heromotocorp.com Website Traffic Journey

Learn where visitors browse before landing on your competitor's site and where they go after to find new opportunities for attracting your competition's audience

Desktop Jun 2023

Top Sources

Direct
16.20% -16.72%

google.com
2.30% +64.67%

google.co.in
1.82% +0.28%

bing.com
1.81% +28.93%

Top Destinations

google.com
48.45% -11.93%

wheelsoftrust.com
19.96% +32.82%

successfactors.com
6.57% -50.86%

youtube.com
3.98% +72.40%

bing.com
1.66% +Infinity%

On heromotocorp.com, visitors mainly come from Direct (16.20% of traffic), followed by google.com (2.30%). In most cases, after visiting heromotocorp.com, users go to google.com and wheelsoftrust.com.

PART-3 CONTENT IDEAS AND MARKETING STRATEGIES:-

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

Marketing strategy is an organization's promotional efforts to allocate its resources across a wide range of platforms, channels to increase its sales and achieve sustainable competitive advantage within its corresponding market.

Some of the key contents for advertising :-

1. BRAND AWARENESS
2. PRODUCT SHOWCASING
3. INTERACTIVE CONTENT
4. COMMUNITY ENGAGEMENT
5. PROMOTIONAL OFFERS

<div><div>July</div><div><div>BLOG POST</div><div>VIDEOS</div><div>INSTAGRAM</div><div>SOCIAL MEDIA</div></div></div>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 02	26 03 Social media post: Share a fun trivia about Hero MotoCorp's most iconic motorcycle model.	27 04	28  06 Video: "How Hero MotoCorp Ensures Quality and Safety in Motorcycle Manufacturing"	29 07	30 08	01 Blog post: "A Brief History of Hero MotoCorp: Pioneering the Two-Wheeler Industry"
09 Social media post: Customer spotlight - Share a testimonial or story from a satisfied Hero MotoCorp customer.	10 11 Infographic: "Advantages of Owning a Hero MotoCorp Motorcycle: Fuel Efficiency, Reliability & More"	12 13	14  16 Instagram Reel: Showcase a quick behind-the-scenes glimpse of the manufacturing process.	17 18	19 Social media contest: Ask followers to share their best motorcycle adventure photos, using a branded hashtag, and offer a Hero MotoCorp merchandise as a prize.	20 21 Blog post: "Top 5 Tips for Motorcycle Maintenance - Keep Your Hero MotoCorp Bike Running Smoothly"
22 Social media post: Highlight Hero MotoCorp's commitment to sustainability and eco-friendly practices.	23 24  26 Instagram Stories: Share snippets of the latest user reviews and experiences with Hero MotoCorp motorcycles.	27 28	29 30	31 Video: "Riding with Pride - Hero MotoCorp's Initiatives for Road Safety and Awareness"	01 02 	03 04 

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

POST CREATION:-

FORMAT 1:- Advertising through podcast

AIM:-To reach more audience around the world

Date:-31-07-2023

Idea:- Heromotocorp ltd

Hero is expected to launch 7 bikes in the year 2023-2024.

Hero Karizma XMR 210, Hero Xpulse 400 and Hero Xtreme 400S are launching soon in India at an estimated price of Rs. 1.50 Lakh, Rs. 2.70 Lakh and Rs. 2.50 Lakh, respectively.

FORMAT 2 :- Creating Ads and posting in social media

AIM:- To create brand awareness and promoting the brand products.

Date:- 31-07-2023

Idea:- Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences and can promote their brands and inspire sales through the social channels that users frequently use.

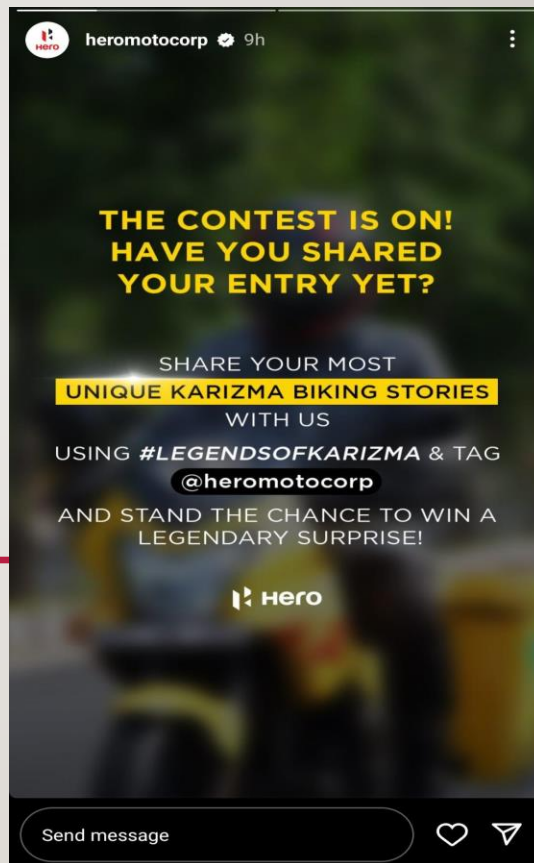
FORMAT 3 :- Creating advertisement videos

AIM:- To create brand awareness and to reach out the target audiences.

Date:- 31-07-2023

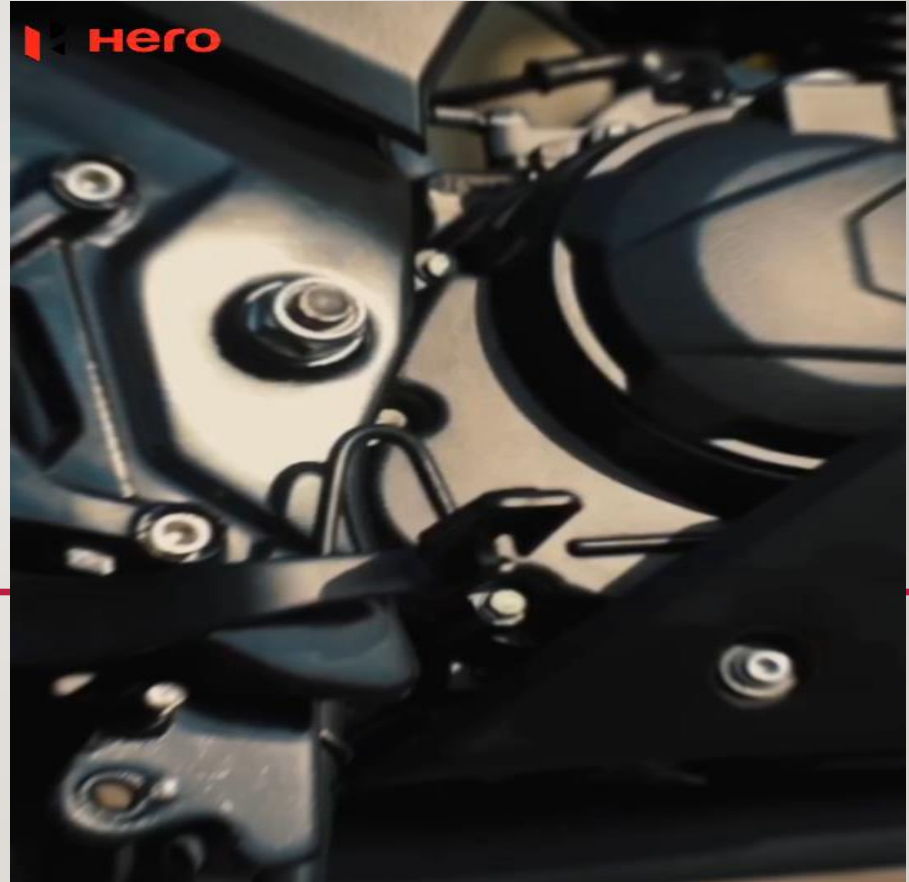
Idea:- Video advertising is a marketing strategy that involves creating a short and informative video that promotes a product and is played before, during, or after the main video. It helps tell a story, improve sales volume, create buzz, convey information concisely and captivatingly, and reach a wider audience.

Instagram Story



Designs/Video Editing

HMC group of Companies aspires to deliver the best and the most cost-effective products & solutions empowered by superior technologies. The Group is committed to ensuring value for money by developing high-quality, environment-friendly and efficient solutions that fulfil the diverse needs of customers.



Social Media Ad Campaigns

A social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.

Goals must be discrete and measurable. Before a campaign, obtain a baseline measure of your targeted metric so you can track changes and performance throughout the campaign and beyond. Goals are shaped by the means, the message and the target audience. Different demographics also have varying preferences for social media platforms, so pick the platform suited to your target audience.

TWITTER



Hero MotoCorp @HeroMotoCorp · 6d

On the 24th anniversary of India's valourant victory in the Kargil War, we would extend our heartfelt gratitude to all the soldiers & martyrs for their sacrifices. Their efforts would always be remembered & honoured.

#HeroMotoCorp #KargilVijayDiwas
#IndianArmy #JaiHind



7 3 31 2,891

Instagram



heromotocorp



Facebook



Hero MotoCorp · Follow

Jun 30 ·

In another 3 days, [#EverythingWillChange](#) with the launch of the Harley-Davidson X440.... See more



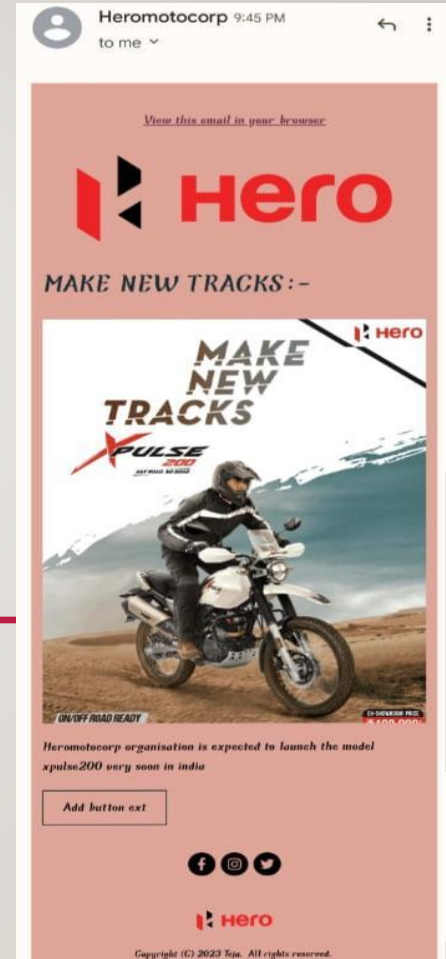
771

42 comments · 215 shares



Email Ad Campaign - Brand Awareness

By sending this email to our audiences we have created more awareness to our target audiences about our product details and brand.



CHALLENGES FACED AND LESSONS LEARNED

By doing this project we have learnt many new things.

- We have faced many challenges while doing SEO part and content making ideas.**
- For this project we have explored many websites and read few magazines to know more about the organization.**
- By doing these things we have improved our abilities.**
- By this project we have enhanced in our communication and**

THANK YOU (◡‿◡)