

WELCOME

# *DIGITAL MARKETING FOR*

A stack of several white papers is shown, slightly offset to the left. The top paper is a dark teal color and features the word "boat" in a stylized font. The letters "b", "o", and "t" are black, while the letter "A" is a vibrant red. The font is a mix of lowercase and uppercase, with a modern, slightly irregular feel.

boat

Boat  
Lifestyle

# **TEAM DETAILS**

*University Name: DR.B.R.Ambedkar University*

Team Leader : Varsha Gurugubelli

Team member 1: Koyyana Sneha

Team member 2: Locharla Syamala

Team member 3: Kommuru Vijaya Lakshmi

Team member 4: Lingala Kusuma Kumari

# PART-1

**Brand Study**

**Competitor Analysis**

**Buyer's/Audience's Persona**

# Brand study(Mission/values & USP)

## ➤ Mission and values

boAt, as a consumer electronics brand is known for its mission to deliver high quality audio products that cater to lifestyle and preferences of youth.

- ◉ **Innovation** : constantly pushing the boundaries of technology to deliver innovative audio and watches to customers.
- ◉ **Quality** : Ensuring that each product meets high standards of quality and reliability providing customers with superior audio experience.
- ◉ **Style** : Infusing style and fashion into their products to appeal to the younger generation who value both aesthetics and functionality.

- ◉ **Affordability** : Striving to offer affordable audio products without compromising on quality making them accessible to a wide range of customers.
- ◉ **Customer Satisfaction** : Prioritizing customer feedback and satisfaction and providing excellent service to ensure a positive experience for every boAt customers.

## **Unique selling point (USP):**

The USP of BoAt brand products revolves around their combination of stylish design, durability, and advanced technologies. Boat brand products stand out for their cool looks, toughness and tech smarts. whether it is headphones, watches, speakers ...

# Brand study(Brand Tone and KPI)

## ➤ Brand Tone :

The brand tone of boAt brand products is typically dynamic, energetic, youth oriented. Their communication style is informal yet confident. Aiming, to resonate with young consumers who value style performances and innovation. Reflects sense of adventure, fun, and excitement.

## ➤ BoAt lifestyle KPI's may include:

- ◎ **Sales Revenue** : Measure of overall product performances and market demand.
- ◎ **Customer Satisfaction** : Feedback and reviews indicating how well products meet customer expectations.
- ◎ **Brand Awareness** : Metrics such as website traffic, social media engagement and brand mentions reflecting brand visibility and recognition.
- ◎ **Market Share** : BoAt's share of the market compared to competitors reflecting brand strength.

# Buyer/Audience Persona

## Demographics :

**Age** : various age groups who appreciate their style  
20s to early 30s.

**Gender** : All genders

**Occupation** : Students, young professionals and  
Individuals with active lifestyles.

**Income** : middle to upper-middle-income  
consumers.

## Psychographics :

**Values** : Reflects values of innovation, individuality,  
And staying connected.

**Interests** : interested in music, technology, outdoor  
Activities.



**Personality :** boAt products appeal to individuals who are dynamic, youthful and trend conscious. BoAt customers are often seen as adventurous, social and tech-savvy.

## **Behaviour:**

- ⦿ **Shopping habits :** boat consumers are often prefer to shop online or ecommerce platforms due to convenience, wide product selection.
- ⦿ **Social media usage :** active on social media platforms, particularly instagram and youtube where they follow BoAt influencers and brands.

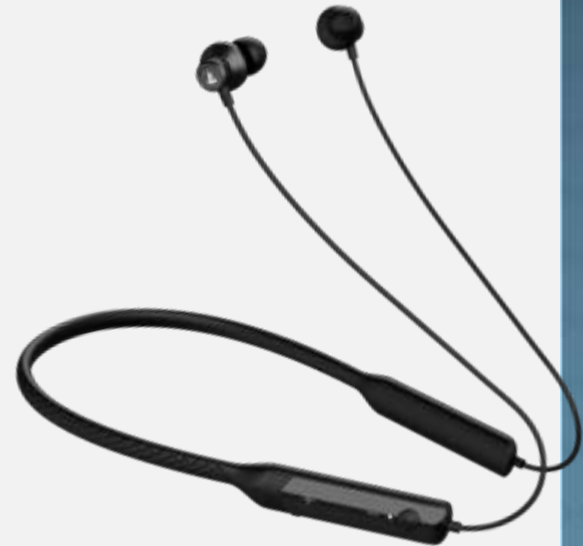
## ➤ **Goals:**

Goals of **BoAt** brand products typically include durability, performances, safety, comfort and aesthetics. Staying informed about the latest BoAt trends and products.

## ➤ **Challenges :**

- ⦿ Challenges faced by BoAt lifestyle include maintaining high quality standards while keeping costs reasonable.
- ⦿ Keeping pace with rapidly evolving technologies to incorporate innovations that enhance performances, safety and user experience.
- ⦿ Standing out in a competitive market by building
- ⦿ Brand identity, loyalty and offering unique features or designs.

# *boAt lifestyle products*



# ➤ Competitor analysis:

## 1.Xiaomi:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>▪Xiaomi has established as a reputable brand known for offering high quality products.</li><li>▪It offers a wide range of products such as smartphones, smart devices, wearable items.</li></ul>	<ul style="list-style-type: none"><li>▪While Xiaomi's online sales model has been successful it could be vulnerable to market fluctuations and changes in consumer behaviour.</li></ul>	<ul style="list-style-type: none"><li>▪Xiaomi has the opportunities to further expand its presence in emerging markets.</li><li>▪Advancements in technology like 5G connectivity, IoT, And AI.</li></ul>	<ul style="list-style-type: none"><li>▪Xiaomi faces competition from other brands which could pressure its market share and profitability.</li></ul>

### USP:

•Xiaomi offering a high quality ,innovative products at affordable prices.

### Online Communication:

They engage with their audience by providing product updates, customer queries.

## ➤ 2.Noise:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>▪Noise offers a wide variety of consumer electronic products includes headphones, smartwatches, fitness brands.</li><li>▪Noise marketing and branding strategies often target younger demographics.</li></ul>	<ul style="list-style-type: none"><li>▪While noise has a strong online presence its offline distribution network may be limited.</li><li>▪Some consumers may perceive noise products as lower quality compared to established brands .</li></ul>	<ul style="list-style-type: none"><li>▪Noise has an opportunity to expand its presence into new geographic regions.</li><li>▪Continuous innovation in product design and features can help Noise differentiate from competitors and attract new customers.</li></ul>	<ul style="list-style-type: none"><li>▪Economic downturns or fluctuations in currency exchange rates could affect consumer spending behaviour, Potentially impacting Noise's sales and revenue.</li></ul>

### USP:

The USP of Noise products lies in their fusion of trendy design, advanced features and affordability.

### Online communication:

They leverage the channels to showcase their latest products and provide discounts.

### ➤ 3.Nothing :

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>▪“Nothing “ can leverage its name to create a memorable and distinctive brand image.</li><li>▪The brand capitalize on minimalist design trends appealing to consumers seeking simplicity and elegance.</li></ul>	<ul style="list-style-type: none"><li>▪The Brand name “Nothing” may confuse and make it challenging to communicate the brand’s value proposition effectively.</li></ul>	<ul style="list-style-type: none"><li>▪Embracing innovation in product design and technology can help “Nothing” differentiable and stay relevant in a competitive market.</li></ul>	<ul style="list-style-type: none"><li>▪Established brands may respond to “Nothing” entry into the market by launching their own minimalist product lines or leveraging their resources to compete aggressively.</li></ul>

#### **USP:**

Nothing brand products lies in their ability to offer simplicity,functionality, And quality embracing the beauty.

#### **Online communication:**

By email marketing,customer reviews and testimonials,social media etc. Nothing can effectively convey its brand message ,connect with Its target audience and drive engagement and sales of its products.

# PART-2

## Search Engine Optimization(SEO) & Keyword Research

# SEO and keyword research

## SEO Audit

Audit Results for [www.boatlifestyle.com](http://www.boatlifestyle.com)



Your page could be better

Recommendations: 25



On-Page SEO



Usability



Social



Links



Performance

The website has a fair SEO score however it can be improved in certain aspects such as links, social.



# SEO Audit

## Recommendations

Topic	Links	On-Page SEO	Social	Performance	Usability	Other
Execute a Link Building Strategy	Checklist item	High Priority				
Implement a redirect to HTTPS on your website	Checklist item	Medium Priority				
Unblock page in robots.txt	Checklist item	Medium Priority				
Improve site load speed	Checklist item	Medium Priority				
Lengthen meta description (to between 70 and 160 characters)	Checklist item	Medium Priority				
Add Canonical Tag	Checklist item	Medium Priority				
Make greater use of header tags	Checklist item	Medium Priority				
Use your main keywords across the important HTML tags	Checklist item	Low Priority				
Increase page text content	Checklist item	Low Priority				
Create and link your Facebook Page	Checklist item	Low Priority				
Create and link your X profile	Checklist item	Low Priority				
Setup & install a Facebook Pixel	Checklist item	Low Priority				
Remove inline styles	Checklist item	Low Priority				
Implement an analytics tracking tool	Checklist item	Low Priority				
Add Schema Markup	Checklist item	Low Priority				

## Recommendations

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Execute a Link Building Strategy	Checklist item	High Priority				
Implement a redirect to HTTPS on your website	Checklist item	Medium Priority				
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Make greater use of header tags	Checklist item	Medium Priority				
Use your main keywords across the important HTML tags	Checklist item	Low Priority				
Increase page text content	Checklist item	Low Priority				
Optimize your page for Mobile Pagespeed insights	Checklist item	Low Priority				
Optimize your page for Desktop Pagespeed insights	Checklist item	Low Priority				
Create and link your Facebook Page	Checklist item	Low Priority				
Create and link your X profile	Checklist item	Low Priority				
Setup & install a Facebook Pixel	Checklist item	Low Priority				
Remove inline styles	Checklist item	Low Priority				
Review and increase Font Size across devices	Checklist item	Low Priority				

Here are some points of how the website can improve its SEO:

- Optimising images and other assets by compressing them
- Remove duplicate H1 tags
- Start with off page activities such as link building.

# Keyword Research

Keyword	Volume	Competitors	KB
smart watch	48,300	39	71
best smart watches	16,400	32	36
smart watches	13,300	46	45
samsung smart watch	13,200	52	35
best smart watch	5,300	48	37
kids smart watch	4,300	41	52
fossil smart watch	4,000	41	49
apple smart watch	3,600	55	27
qvc smart watches	3,400	7	1,660
google smart watch	3,200	59	23
wyze smart watch pre order	3,070		—
android smart watch	3,000	55	26
smart watch for kids	3,000	44	41
garmin smart watches	2,500	53	28
samsung smart watches	2,500	56	25
garmin smart watch	2,300	54	27
smart watch women	2,300	45	38
android smart watches	2,100	55	25
best android smart watch	2,000	58	23
letsfit smart watch	2,000	23	144
smart watch repair near me	1,800	20	187
smart watch men	1,700	36	57
yamay smart watch	1,600	7	1,506

## Keyword Objective:

- Best smart watches
- Smart watch for women
- Kids smart watch

<input type="checkbox"/> Keyword		Volume	Competition	KER
<input type="checkbox"/> headphones		152,000	48	52
<input type="checkbox"/> bose headphones		89,600	47	52
<input type="checkbox"/> beats headphones		79,700	55	37
<input type="checkbox"/> wireless headphones		60,700	40	69
<input type="checkbox"/> noise cancelling headphones		57,600	50	44
<input type="checkbox"/> bluetooth headphones		51,600	39	71
<input type="checkbox"/> apple headphones		48,100	55	36
<input type="checkbox"/> sony headphones		43,700	46	50
<input type="checkbox"/> best wireless headphones		40,200	44	55
<input type="checkbox"/> sennheiser headphones		38,900	41	63
<input type="checkbox"/> best noise cancelling headp...		37,500	50	42
<input type="checkbox"/> best headphones		35,200	56	33
<input type="checkbox"/> bose noise cancelling headp...		23,900	49	42
<input type="checkbox"/> bone conduction headphones		22,600	41	60
<input type="checkbox"/> best bluetooth headphones		21,400	49	42
<input type="checkbox"/> gaming headphones		19,700	38	68
<input type="checkbox"/> jbl headphones		18,600	53	35
<input type="checkbox"/> bose wireless headphones		18,200	49	41
<input type="checkbox"/> best headphones 2021		17,600	42	55
<input type="checkbox"/> bose noise cancelling headp...		17,200	48	42
<input type="checkbox"/> akg headphones		16,000	43	52
<input type="checkbox"/> sony noise cancelling headp...		15,900	52	36
<input type="checkbox"/> beats wireless headphones		15,200	53	34
<input type="checkbox"/> best gaming headphones		13,800	48	41
<input type="checkbox"/> skullcandy headphones		13,800	54	33
<input type="checkbox"/> headphone stand		13,300	14	484

## Keyword Objective:

- Wireless Headphones
- Bluetooth Headphones
- Best wireless headphone

<input type="checkbox"/> ear phones		2,000		144
<input type="checkbox"/> ear phone		1,200		38
<input type="checkbox"/> galls ear phone connection		690		—
<input type="checkbox"/> apple ear phones		660		25
<input type="checkbox"/> bluetooth ear phone		360		24
<input type="checkbox"/> best ear phones		320		24
<input type="checkbox"/> tv ear phones		320		28
<input type="checkbox"/> base ear phones		270		26
<input type="checkbox"/> holding phone to ear		270		22
<input type="checkbox"/> best noise canceling ear pho...		250		—
<input type="checkbox"/> wireless bluetooth ear phones		230		42
<input type="checkbox"/> bluetooth ear phones		220		31
<input type="checkbox"/> noise cancelling ear phones ...		220		—
<input type="checkbox"/> person holding phone to ear		220		23
<input type="checkbox"/> wireless ear phones		220		44
<input type="checkbox"/> ear phones near me		200		—
<input type="checkbox"/> wireless ear phone		190		36
<input type="checkbox"/> dly phone pouch with ear bud		180		—
<input type="checkbox"/> ear phone case		180		90
<input type="checkbox"/> ear phone cheap		180		—
<input type="checkbox"/> ear phone jack		180		16
<input type="checkbox"/> ear phones with bass		180		—
<input type="checkbox"/> ricon ear phones		180		—
<input type="checkbox"/> best phone earbuds for smal...		165		—
<input type="checkbox"/> ear phone options for iphon...		165		—
<input type="checkbox"/> ear phone with mic for lg ph...		165		—
<input type="checkbox"/> ear phones for iphone 8		165		—
<input type="checkbox"/> wireless ear phones for tv		165		—
<input type="checkbox"/> best in ear head phones		150		—
<input type="checkbox"/> cell phone ear piece		150		30
<input type="checkbox"/> ear buds for phone		150		—
<input type="checkbox"/> ear phones for motorcycles		150		—
<input type="checkbox"/> side sleeping pillow with ear ...		150		—
<input type="checkbox"/> skg ear phones		135		—

## Keyword Objective:

- Ear phones
- Wireless bluetooth ear phones

# On Page Optimization

**Focus Keywords :** Best Smart Watches , Smart watches women , Wireless headphones , Bluetooth Headphones , wireless bluetooth ear phones , ear phones.

**Meta Title :** Buy Best Smart watches for women and wireless Headphones ,Top bluetooth earphones and headphones

**Meta Description :** Buy latest best smartwatches for women and wireless Headphones and top Bluetooth earphones ,Headphones at fair Discounts.

# On page optimization

## Rankings

### 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	
boat warranty registration online	EN	31	5,400	11	<div></div>
boat lifestyle.com warranty	EN	13	1,900	11	<div></div>
boat-lifestyle.com warranty	EN	17	1,900	8	<div></div>
boat lifestyle warranty	HI	78	3,600	7	<div></div>
boat login	EN	44	3,600	7	<div></div>
boat service online	HI	98	1,300	2	<div></div>
boat warranty check	HI	42	720	1	<div></div>
boat distributor	EN	47	390	0	
boat distributorship	EN	53	390	0	
boat product warranty registration	HI	92	260	0	

[Track Keyword Rankings](#)

## Links

### Backlink Summary

You have a reasonably weak level of backlink activity to this page.



Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor.



Domain Strength



Page Strength



3 Backlinks



3 Nofollow Backlinks



0 Edu Backlinks



1 Subnets



2 Referring Domains



0 Dofollow Backlinks



0 Gov Backlinks



1 IPs

# On Page Optimization (Content Optimization)

- **Section 1** : Best Smart watches for women  
Stay connected and Stylish with our curated selection of **smart watches for women** . shop now and elevate your look.
- **Section 2** : Wireless Headphones  
Explore our range of **wireless Headphones** for crystal - clear sound quality and comfort.
- **Section 3** : Top Bluetooth Earphones  
Experience audio like never before with our **Top Bluetooth earphones**.
- **Section 4** : Bluetooth Headphones  
Our **Bluetooth Headphones** offer Crystal clear audio and long lasting comfort perfect for music lovers.
- Conclusion** : Discover the perfect audio companion with our range of top Bluetooth earphones and headphones and wireless and top smart watches for women .

**Document the challenges faced during the research and analysis phase as well as the key insights gained from the keyword research process.**

- Getting a free tool to do keyword research is a task since most are paid.
- Choosing the right keyword was an issue since there were a lot of relevant keywords in the list.
- We understood how the users search & gained insights into the kind of keywords people search for.



# PART-3

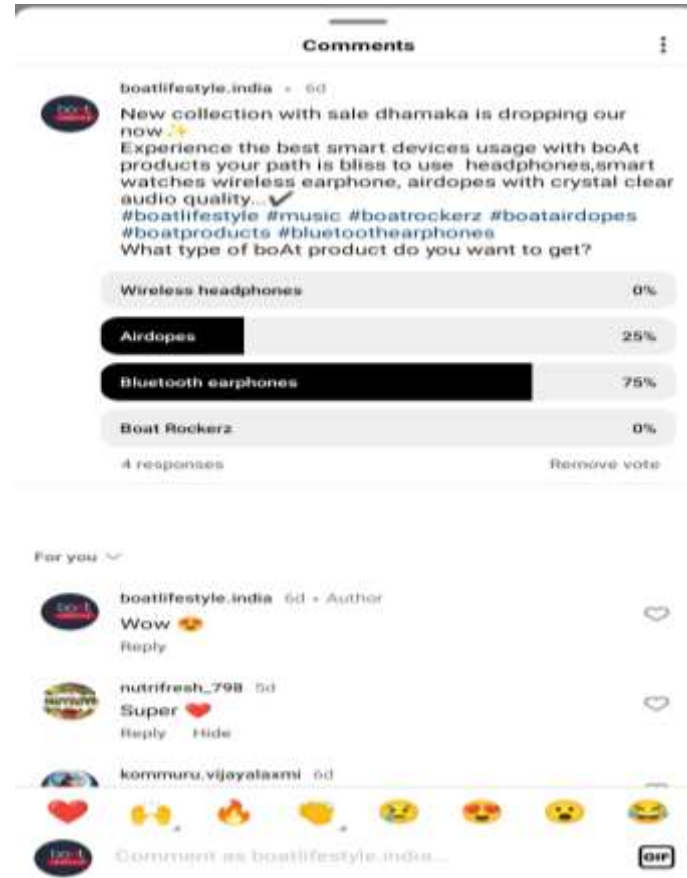
**Content ideas  
And  
Marketing Strategies**

# Part 3 :Content ideas and market strategies

## Content calendar

April 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 April fools day post	2 Blog on smart watches	3 Reel on BoAt airdopes	4 Did you know my story	5 podcast Episode 1	6 Influencer Collab post
7 Open ended question story on what's your fav product	8 Customer review	9 launch new headset model	10 Reel on boAt products	11 Eid Mubarak post	12 podcast episode 2	13 influencer Collab post
14 Reel on wireless headphones	15 Ebook mailer	16 Reel on which device is for you	17 Reel on Red flags in BoAt	18 Reel on dealing with music lovers	19 podcast episode 3 and Blog promo	20 Influencer Collab post
21 Reel on bluetooth devices	22 Ebook mailer	23 exciting offers and sale dhamaka 🎉	24 what makes our earphones 🎧 special	25 Reel for smart people using smart watches	26 podcast episode 4	27 influencer Collab post
28 Reel on watches for women	29 Blog on boAt lifestyle	30 month end sale offer 🎁				

# Strategy, Aim and the idea behind this post



The Strategy behind this post strategy is to know the audience about boAt lifestyle products and its usage. Our idea is to create waterproof Bluetooth headphones that deliver high quality sound and smart watches which are designed stylish to attract audience .Additionally smart notifications and communication features would keep users connected, allowing them . To receive alerts,messages,and calls even when away from their phones. The idea would be to use a simple creative to highlight the Main USP's.

# Strategy, Aim and the idea behind this story



The Strategy behind this story strategy is to know the audience about boAt lifestyle products and its usage. By addressing the followers how the Smart watches, AirPods, Bluetooth headsets which have given crystal clear audio quality. How can people easily enjoy the music with our products. Additionally created the poll regarding some products like AirPods, Smart watches and Headphones as what is your favourite so that we can easily know that which product is more likely to be used by the audience which may help in the growth of our business. Overall, by creating this poll on these products can be a valuable tool for boAt company to understand the market, improve the products and enhance the marketing efforts.

The idea is that by having these engaging stories such as the poll format it would engage followers as a trusted brand.

# Strategy, Aim and the idea behind this Reel



The strategy behind this reel is creating a video focused on smart devices like smart watches,airpods,headphones etc. is a strategic approach to ensure it resonates with audience . The video is highlighting The convenience and lifestyle enhancement tha smart devices offer. It should then showcase a variety of smart devices in action,demonstrating their features and benefits in real life scenarios.

Our idea behind this reel is for a smart devices like airpods,headphones video could be a “day in the life” narrative ,where The reel follows a protagonist through their Day,showcasing how smart devices seamlessly Integrate into their lives.



## Part 3 : Content Ideas and Marketing Strategies

We as brand wanted to understand the smart devices of BoAt and preferences of the audience and creating the content to address those specific needs . Additionally , keeping the content engaging so by listing Down a couple of ideas we were able to shortlist the ones shown on the content calendar.

The difficult thing for us finding out what people were searching Particularly For smart devices and watches , airpodes etc.. By doing a search on Google and looking at the competitors was challenging but it helped us understand How each brand kind of had unique USP's and it helped us to look into that Further and come up with posts and reel ideas accordingly while keeping the focus of being creative engaging and informative.

# PART-4

## Content Creation and Curation

## ***Part 4 : Content Creation and Curation***

### **Post Creation :**

**Format 1** - Static post on BoAt products

**Captions :** Experience the best smart devices usage with boat products your path is bliss to use headphones , smart watches , wireless earphones , Airpodes with crystal clear audio quality.

**Hashtags :** #boatlifestyle #music  
#boatrockers #boatairpodes  
#boatheadphones  
#bluetoothearphones #boatproducts





**Format 2** - Reel post on boat  
Airpodes, Headphones / Watches

**Captions :** **Hurrey!** Ready to Grab  
the boAt things .” cut the cord , not  
the sound BoAt airpodes ”  
“ wearing Headphones : Enter a  
world of sound “  
“ Every moment counts , make them  
Stylish . Watch in style”

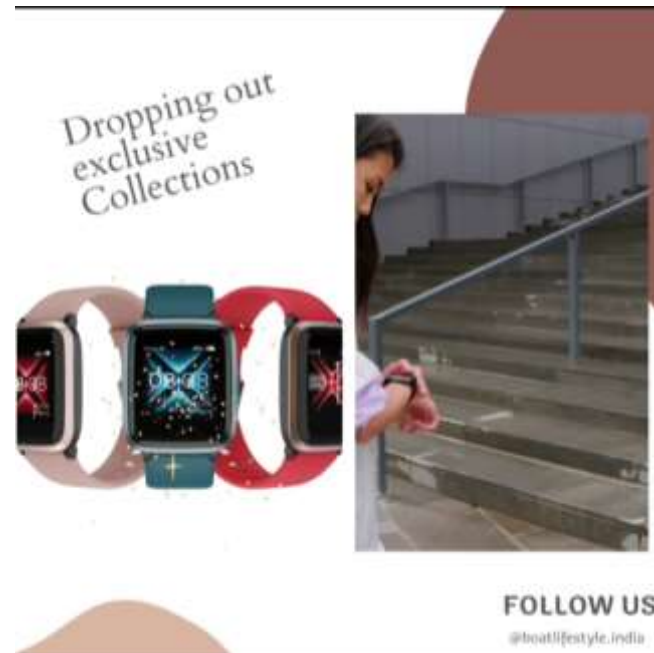
**Hashtags :** #boatairpodes  
#boatwatches #headphones  
#plugintoboat #smartwatches



**Format 3** - Corousel post on  
Airpodes, Smart watches and  
bluetooth headphones

**Captions :** Hey ! Music lovers no  
more time to wait ..wait is  
over.devices in sale our new  
collection bluetooth  
headphones,Smart watches for  
women and Stylish Airpodes with  
crystal clear audio quality  
Enjoy !!

**Hashtags :** #boatcollections  
#smartwatches #headphones  
#boatlifestyle #bluetoothheadphones  
#StylishAirdopes



# Part 4 : Content Creation and Curation

## Instagram Story

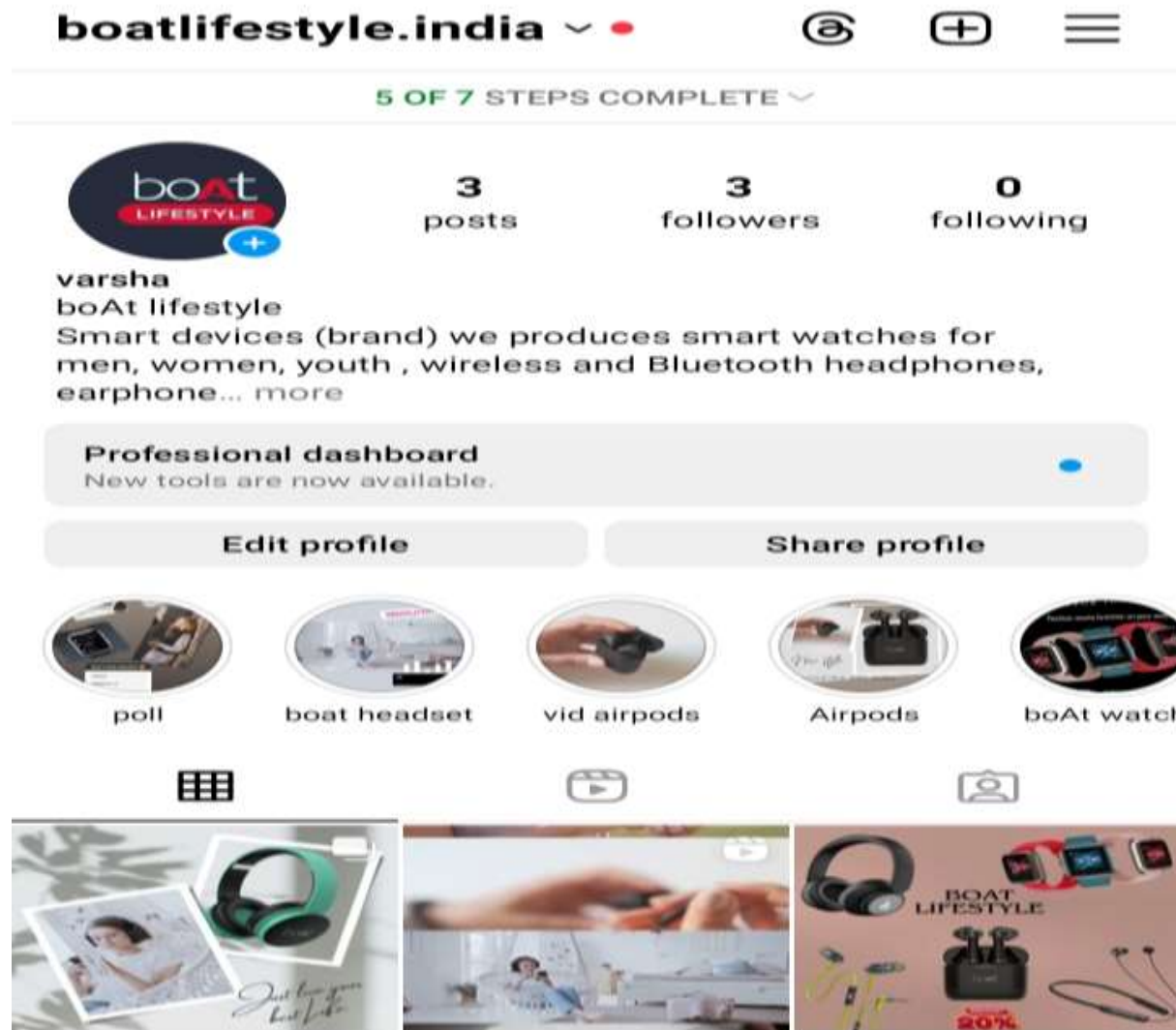
Screenshots of story

<https://www.instagram.com/boatlifestyle.india/>

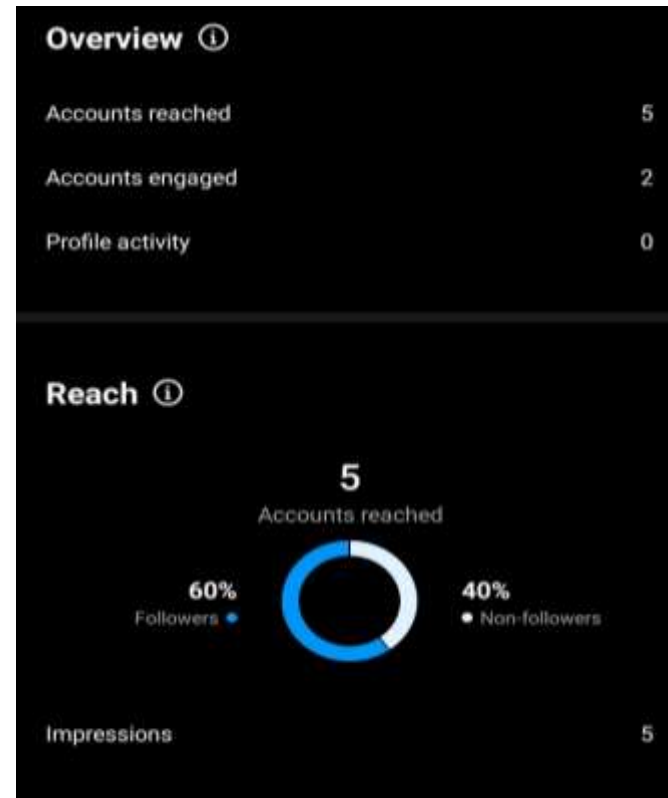
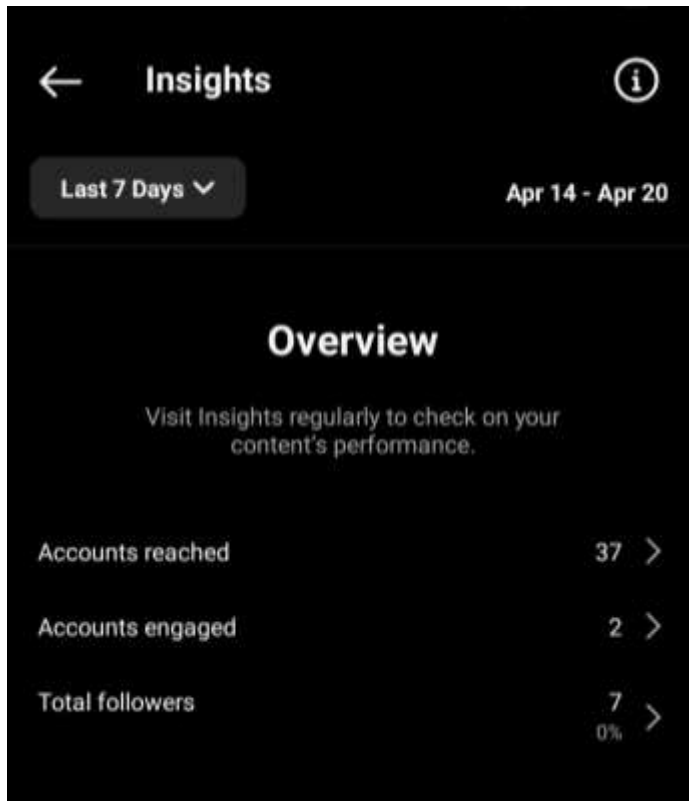


# Highlights for story :

<https://www.instagram.com/boatlifestyle.india/>



# Story insights :

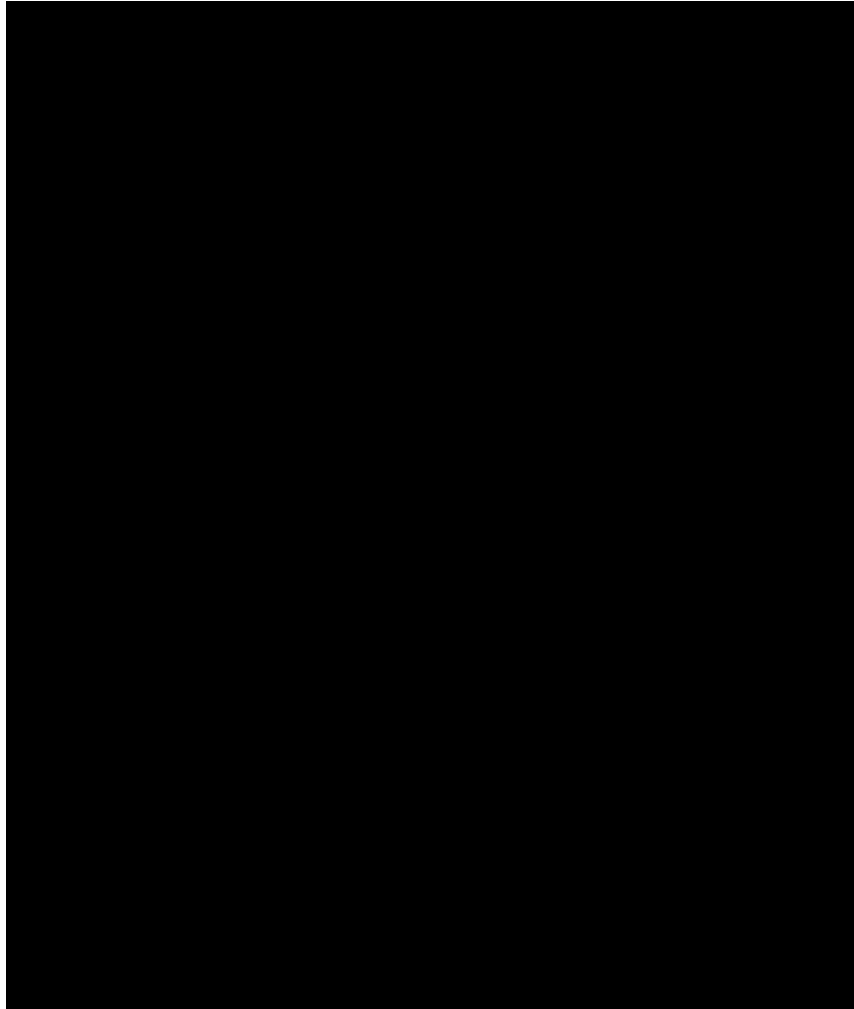


## Areas for Improvement :

1. Story could be better. Poll option Would help in getting engagement
2. Since the shares of informative stories are more, we could create more Informative stories.

## *Part 4 : Content creation and Curation*

### **Designs / Video Editing**



Link : <https://photos.app.goo.gl/UC76cLCXbrkxV1Ee9>

# THANK YOU

**Project done by:**

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*Koyyana Sneha*

*Locharla syamala*

*Kommuru Vijayalakshmi*

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