

DIGITAL MARKETING

PROJECT WORK

PROJECT TITLE: COMPREHENSION DIGITAL MARKETING FOR HYUNDAI MOTOR COMPANY

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Brand Study, Competitor Analysis and Buyer's/Audience's Persona

Hyundai Motor Company is a South Korean multinational automotive manufacturer. It's brand identity is built around by it's values like their Quality, Innovation and Customer satisfaction and their personality like Modern, reliable and Customer-Centric. Target for Buyer's or Audience's Persona is to seek a reliable and feature-packed vehicle that meets their needs and fits their lifestyle.

Research Brand Identity

HYUNDAI

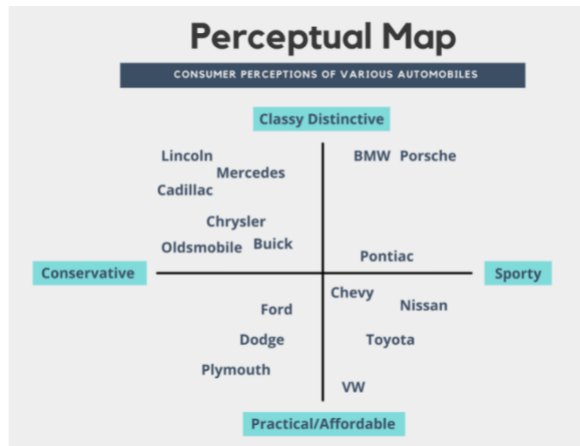
MOTOR GROUP



Hyundai has a significant presence in over 200 countries. It offers a wide range of vehicles, from compact cars to luxury SUVs. Hyundai invests heavily in research and development, driving innovation in design, technology, and sustainability. Hyundai can leverage the growing demand for eco-friendly vehicles and sustainable mobility solutions.

Research Brand Study analyze the company's brand reputation, customer perceptions and market trends. It also employs a mixed-methods approach, combining quantitative and qualitative research methods.

Competitor Analysis

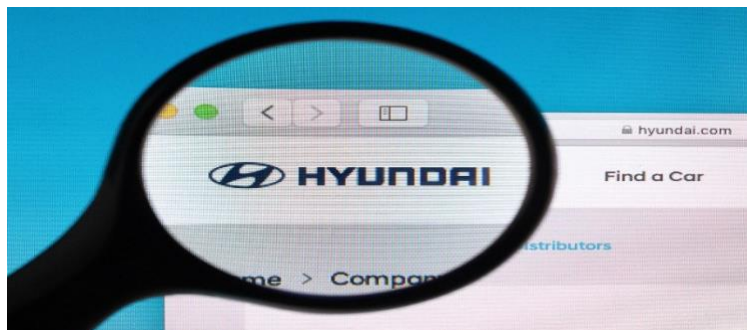


The company is a leader in electric and hybrid vehicles, with models like the IONIQ 5 and Kona EV. Hyundai's innovative designs and strong fuel efficiency ratings help it stand out among rivals. Hyundai Motor Company operates in a highly competitive automotive industry. Study aims to provide insights into Hyundai's brand strengths and weaknesses, as well as opportunities for growth and improvement.

Buyer's/Audience Persona

Hyundai's audience persona encompasses a broad range of consumers, including urban middle-class families, young professionals, and rural consumers, with specific models catering to different needs and regions, such as the Santro, i10, Creta, Venue, and Tucson.

SEO & Keyword Research



Hyundai Company has a strong online presence with their Brand Positions, ranking highest all over the world. Keywords mainly focuses on brand-related, model-specific,

feature-related etc. improving it's online visibility, drive more traffic to it's website, and increase brand awareness.

SEO Audit

SEO Audit improves website speed to optimize images and leverage browser caching. It also increases engagement on social media by giving responds, providing specific and detailed information's by regularly reviewing and analyzing data to inform SEO decisions.

Keyword Research

Identifying relevant keywords, analyzing competitor keywords and determined keyword intent are the Keyword Objectives for implementing keyword strategies improving their online visibility and search engine rankings (e.g.: Price of a Hyundai Elantra)

On-Page Optimization

On-Page Optimization uses Google Analytics, Google Search Console, SEMrush, Ahrefs etc., to track website traffic, keywords, backlinks and analyzing content and website structure. It enhances user experience and drive more conversation metrics, improving accessibility, mobile-friendliness and page speed.

Content Ideas and Marketing Strategies



By using Blog Post Ideas, Video Content Ideas, Social Media Content Ideas and Infographic Ideas helps the Hyundai Company engaging and providing informative content that resonates with its target audience.

Marketing Strategies helps to increase brand awareness, driving sales, improving customer satisfaction and enhancing its digital presence either by its advertising, social media presence or website optimization.

Content Idea Generation and Strategy

Social media posts could highlight Hyundai's commitment to safety, featuring infographics that illustrate the advanced safety features available in Hyundai vehicles. A case study on Hyundai's successful marketing campaigns could provide insights into the company's approach to branding and customer engagement. Establishing a strong brand presence and driving business results implements the content strategy.

Marketing Strategies

Hyundai has employed a range of tactics to connect with customers and build a strong brand. Some of the key marketing strategies include it's

- Product Innovation,
- Creative Advertising,
- Sponsorship,
- Influencer Marketing and
- Customer-Centric Approach.

Hyundai unveiled in 2024, outlines the company's mid-to-long-term goals, including expanding its electric vehicle lineup, improving hybrid competitiveness and advancing battery and autonomous vehicle technologies.

Content Creation and Curation

Hyundai's content curation efforts involve carefully selecting and showcasing user-generated content, industry news, and relevant third-party content to supplement its owned content. Hyundai's content creation and curation efforts can be guided by its brand storytelling framework, which emphasizes the importance of authenticity, emotion and storytelling in building brand connections with customers.

Post Creation

Post Creation Strategy is guided by its social media mission statement, which focus attention on the importance of authenticity, transparency and engagement in building brand connections with customers. Company's Social media team uses a variety of tools and metrics to track the performance of its posts, including engagement rates, reach and conversions to refine its post creation strategy and optimize its content for maximum impact.

Designs or Video Editing



The company's design team uses a range of software and tools, including Adobe Creative Cloud, to create stunning visuals and graphics that highlight the features and benefits of Hyundai's vehicles. In terms of Video editing, Hyundai's team uses advanced software, such as Final Cut Pro and Avid Media Composer, to craft compelling narratives and showcase the company's vehicles in action.

Social Media Ad Campaigns

Company's social media team uses a range of platforms, including Facebook, Instagram, Twitter and YouTube to reach its audience and promote its vehicles, technologies and brand values, typically featuring high-quality visuals, including images and videos. Company ads often incorporate relevant hashtags, tag relevant influencers and partners, and include calls-to-action to drive engagement and conversions.

Some notable examples of Hyundai's social media ad campaigns include its "Hyundai Kona Electric" campaign, which promoted the company's electric SUV and featured a series of engaging ads and influencer partnerships.

Email Ad Campaigns

It typically features personalized content, including tailored messages and offers to specific segments of its Email list. For driving Business results, company sets.,

- Email Campaign Goals (Promoting new vehicle launches and special offers, Driving traffic, Generating leads, Increase brand awareness)
- Email Campaign Types (Newsletters, Promotional Emails, Abandoned Cart Emails, Welcome Emails, Transactional Emails)
- Email Campaign Strategy (Segmentation, Personalization, Optimization, Measurement and Analysis)
- Email Campaign Creative (High-quality visuals, Clear and Concise Messaging, Prominent Calls-to-Action, Mobile-Friendly Design)

Thank You

I would like to express my sincere gratitude to everyone who supported me in completing this project on **Hyundai Motor Company**. This project has been a valuable learning experience, and I appreciate the guidance and resources that made it possible.

Special thanks to [mention any individuals, mentors, or organizations] for their support, insights, and encouragement throughout the project. I also extend my appreciation to **Hyundai Motor Company** for inspiring this research and their innovative approach in the industry.

Thank you to my peers, friends and family for their motivation and assistance. Your support has been instrumental in making this project successful.