

Comprehensive Digital Marketing Project Work

BRAND STUDY DONE ON:- WIPRO



DONE BY:-

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

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

Mission(Values):-“our mission is to help our clients achieve their business objectives through a combination of process excellence, quality frameworks and service delivery innovation.”

Values of Wipro:-

- Being respectful
- Being responsive
- Communicative
- Building trust

Vision :-"be globally respected corporation that provides best in class products solutions and services and to be the most trusted partner for its stakeholders."

USP: "Wipro provides complete range of it services to the organisation"
(unique selling proposition)

Tagline:-*'Applying Thought'.*



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

Analyse Brand Messaging: Wipro's Brand Messaging: "Applying Thought Leadership"

Explanation: Wipro's brand messaging revolves around the idea of "Applying Thought Leadership." This means that the company positions itself as a thought leader in the IT industry, providing innovative solutions, and delivering value to its clients. Wipro strives to stay ahead of the curve, employing cutting-edge technologies and ideas to address complex business challenges effectively.

The messaging emphasizes Wipro's commitment to continuously seek new and creative ways to enhance its offerings and contribute to the success of its clients. It highlights their focus on innovation, expertise, and industry insights to deliver sustainable and impactful solutions.

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.

MAJOR COMPETITORS OF WIPRO IN FMCG SECTOR



MAJOR COMPETITORS FOR WIPRO IN IT SECTOR



COMPETITORS

Competitor 1:

Tata Consultancy Services (TCS): TCS is another major Indian IT services company and is one of the largest IT service providers in the world. It offers a wide range of IT and consulting services to clients across various industries.

USP OF TCS:- “INDIA’S LARGEST IT COMPANY”.

Competitor 2:

HCL Technologies: HCL Technologies is an Indian multinational IT services and consulting company that competes in the same space as Wipro. It offers services in application development, infrastructure management, engineering, and more

USP OF HCL:-”TECHNOLOGIES THAT TOUCHES LIVES”.

Competitor 3:

IBM: IBM is a well-known American multinational technology company that offers a wide range of IT services, including consulting, cloud computing, and artificial intelligence. It competes with Wipro in various technology-related domains.

USP OF IBM:-”ONE OF THE BEST KNOWN BRANDS IN THE WORLD”.

- **Analyse brand's Tagline:** Wipro's tagline, as of my last update, was "Applying Thought." This tagline conveys the company's focus on innovative thinking and problem-solving to provide meaningful solutions to their clients.
- **Communication Style:** Wipro's communication style emphasizes their commitment to innovation, technology, and delivering value to their clients. They often highlight their expertise in various industries and showcase their global reach and capabilities.
- **Colour Scheme:** Wipro predominantly uses shades of blue in its branding, reflecting stability, trust, and expertise in the technology and IT industry.
- **Brand Positioning:** Wipro is positioned as a leading global technology company with a strong focus on digital transformation, IT services, consulting, and outsourcing. They strive to be a trusted partner for businesses looking to navigate the complex digital landscape.

RESEARCH BRAND IDENTITY:

Wipro is a well-known Indian multinational corporation that provides information technology, consulting, and business process services. As with any major corporation, their brand identity may encompass various elements, including their logo, tagline, colour scheme, communication style, and overall brand positioning.

- To find the most up-to-date information on Wipro's brand identity in 2023, I recommend visiting their official website, press releases, or other reputable sources that cover the company's latest developments and branding initiatives.
- As of my last update in September 2021, here is some information about Wipro's brand identity:
- Logo: Wipro's logo features the company's name in blue, with the letter "O" stylized to represent a sunburst. The sunburst symbolizes energy, optimism, and a new beginning. The blue colour represents trust, reliability, and professionalism.

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

KNOW YOUR AUDIENCE

- Who are your Buyers/Audiences?
- What are Buyer Personas?
- Why are Buyer Personas Important?
- How to Create Buyer Personas
- Examples of Buyer Personas
- Conclusion

What are Buyer Personas?

- Buyer personas are fictional representations of your ideal customers. They are based on real data and research, and help you better understand the needs and behaviors of your target audience. By creating buyer personas, you can tailor your marketing messages and product offerings to better meet the needs of your customers.
- To create a buyer persona, you need to conduct research and gather information about your target audience. This includes demographics such as age, gender, and income, as well as psychographics such as values, interests, and lifestyle. You can gather this information through surveys, interviews, and social media analytics.
- Once you have collected this data, you can use it to create a detailed profile of your ideal customer

Importance

- Creating buyer personas can help you better understand your customers and tailor your marketing strategies to their specific needs and preferences. By identifying key characteristics of your target audience, such as age, gender, income, and interests, you can create more targeted and effective marketing campaigns.
- In addition, buyer personas can also help improve your sales efforts by providing insights into the buying habits and decision-making processes of your customers. By understanding what motivates your customers to make a purchase, you can better position your products or services to meet their needs and increase your chances of closing the sale.

How to Create Buyer Personas

- To create effective buyer personas, you need to start with research. Begin by identifying your target audience and gathering data on their demographics, behaviors, and preferences. This can be done through surveys, interviews, and analyzing website analytics.

Once you have gathered enough information, you can begin creating your personas. Start by outlining the key characteristics of each persona, such as their age, gender, job title, and interests. Then, give each persona a name and a backstory that reflects their goals, challenges, and motivations. Finally, use these personas to guide your marketing strategies and messaging.

Examples of buyers persona

- In the automotive industry, one buyer persona might be a middle-aged man who values luxury and performance.
- He is willing to pay a premium price for a high-end vehicle and values the latest technology features. This persona was created through market research and surveys of current customers.
- In the fashion industry, a buyer persona could be a young woman in her 20s who follows the latest trends and is active on social media. She is price-sensitive but willing to pay more for sustainable or ethical fashion. This persona was developed through interviews with target customers and analysis of social media data.

Part 2: SEO & Keyword Research

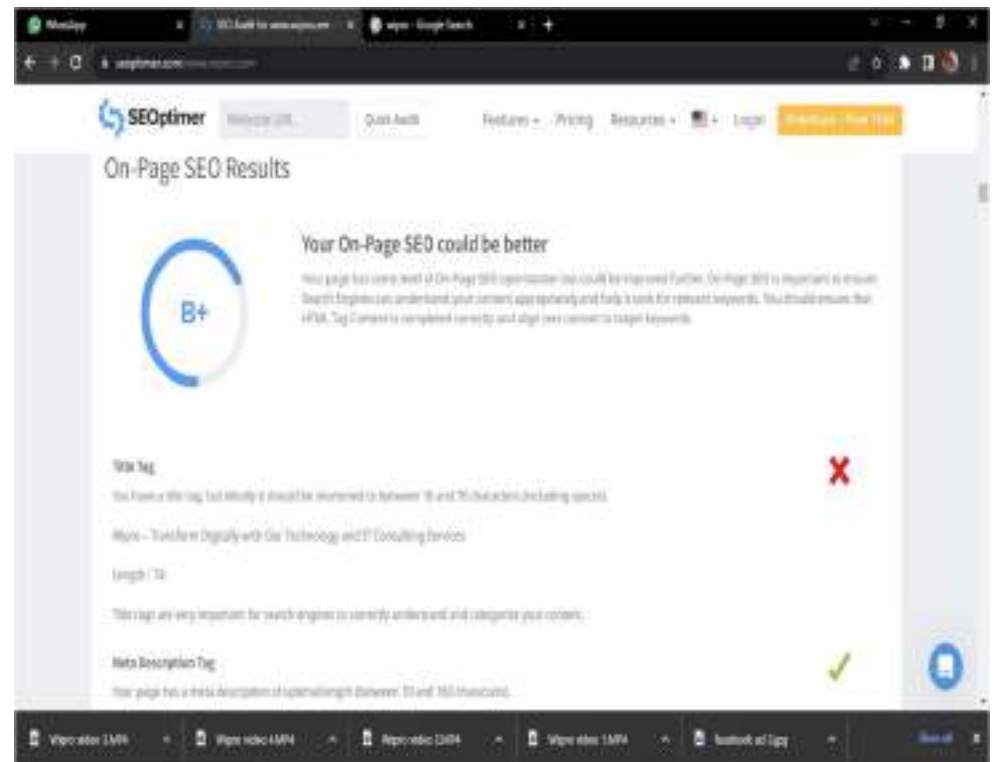
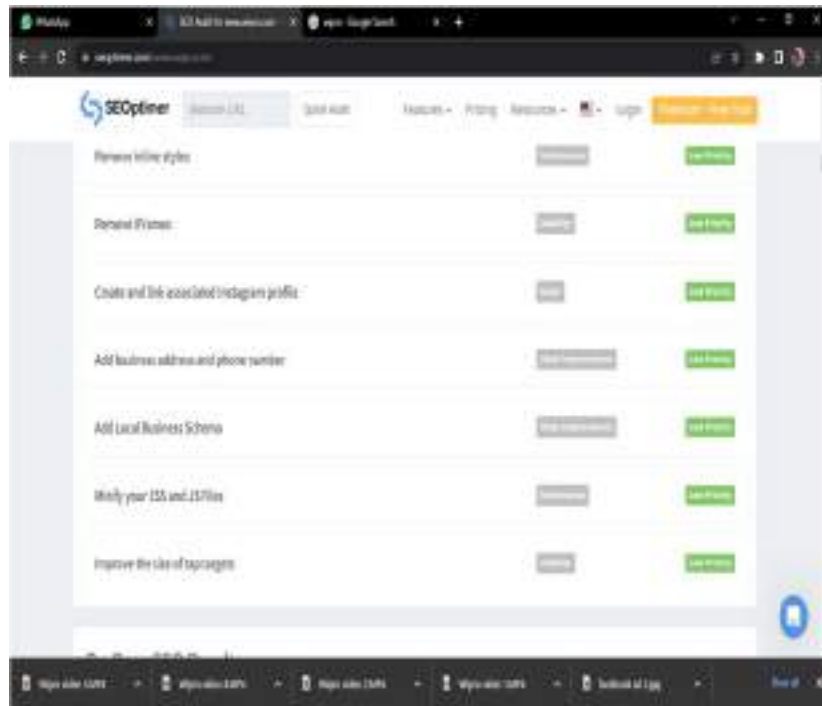
- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEM rush or MOZ Keyword Explorer), Analyse Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization.

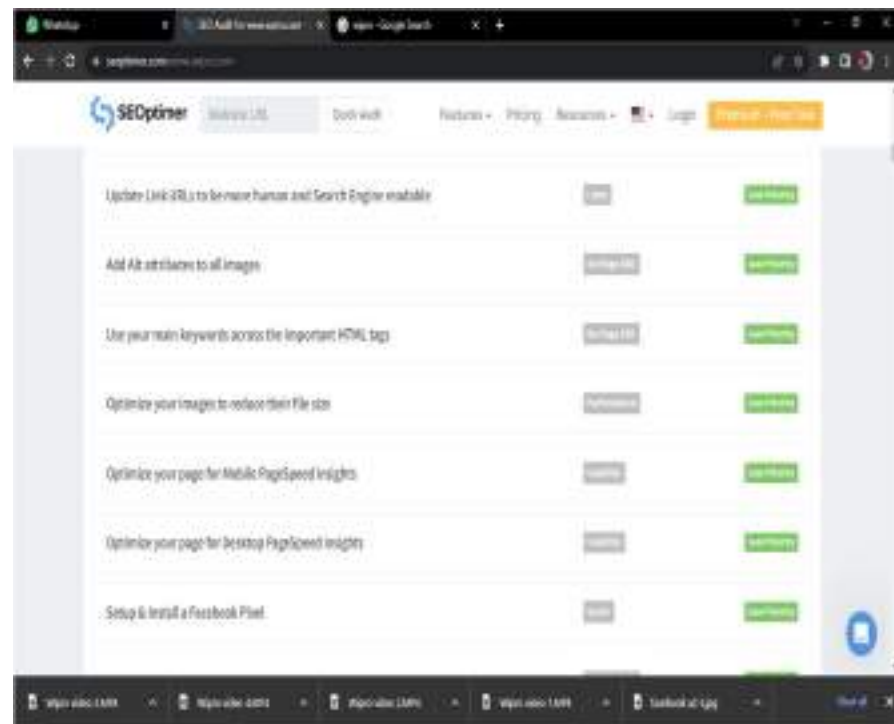
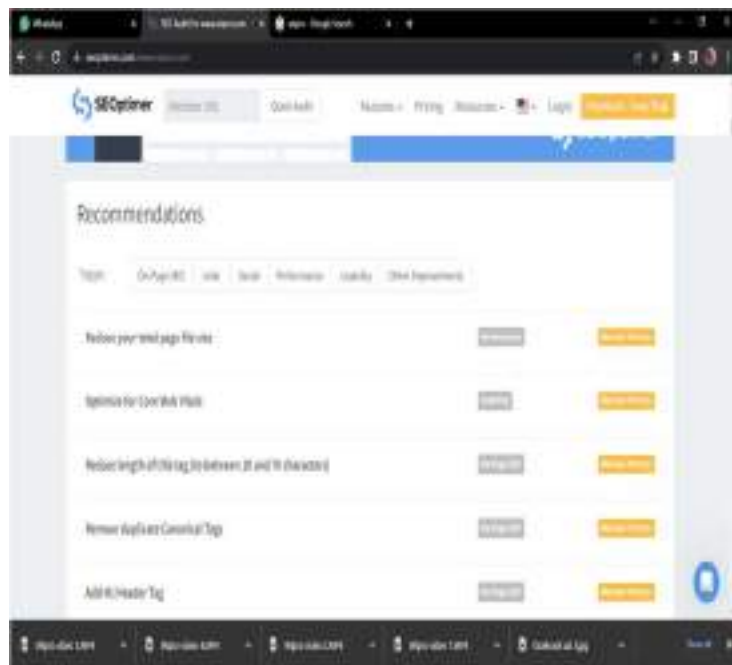
Reflect on the process of conducting keyword research and the SEO recommendations provided.

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

WIPRO SEO AUDIT REPORT







SEOoptimizer

SEO Header Tag Checker

Your page does not contain an H1 Header Tag

The H1 Header Tag is an important way of signaling to search engines what your content is about, and what keywords the page should rank for.

SEO H1 Header Tag Checker

Your page is missing one header header of header tags.

Header Tag	Frequency
H1	1
H2	1
H3	3
H4	0
H5	3

Show details

Keyword Consistency

Your content does not have a keyword consistency score. It is not the responsibility of SEO optimizer.

SEOoptimizer

SEO Content Checker

Item	Title	Meta Description Tag	Heading Tags	Page Frequency
meta settings	0	0	0	1
meta description	0	0	0	1
meta keywords	0	0	0	1

Keywords of Content

Your page has a good keyword density, which will help in its ranking potential.

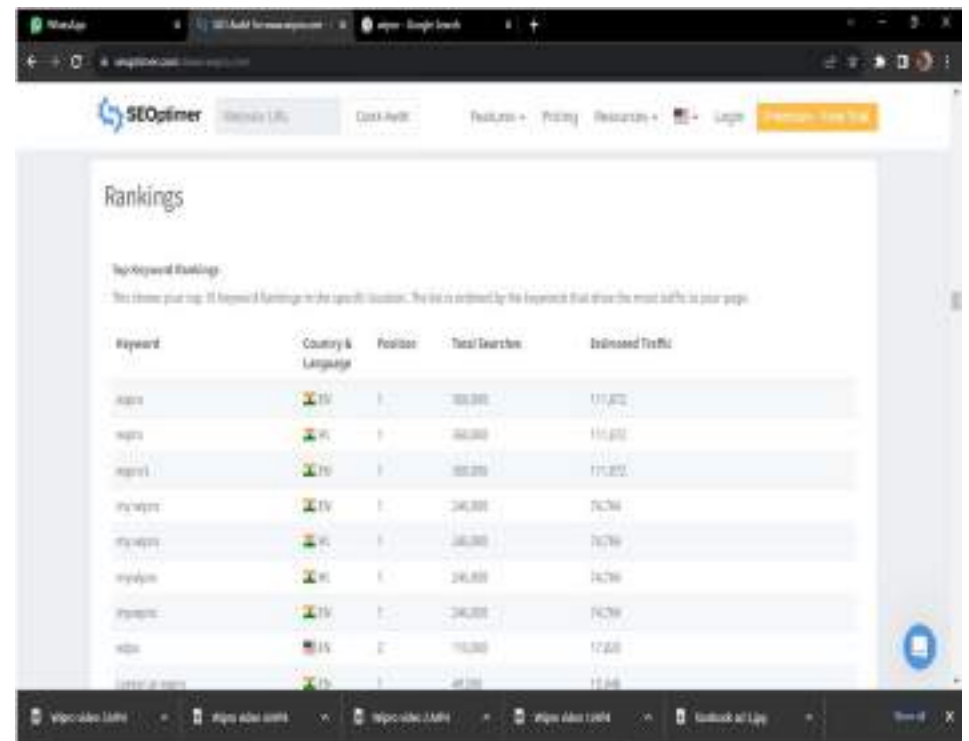
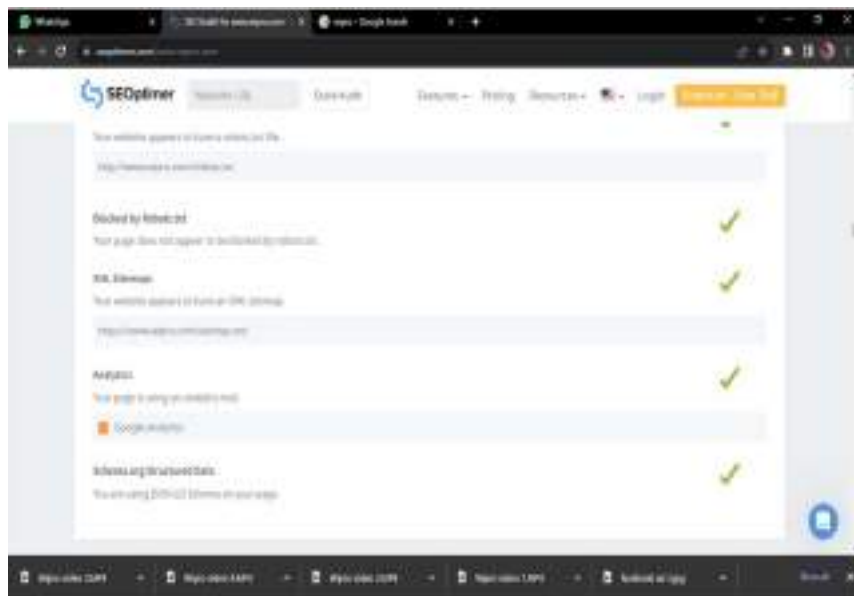
Keywords of Content

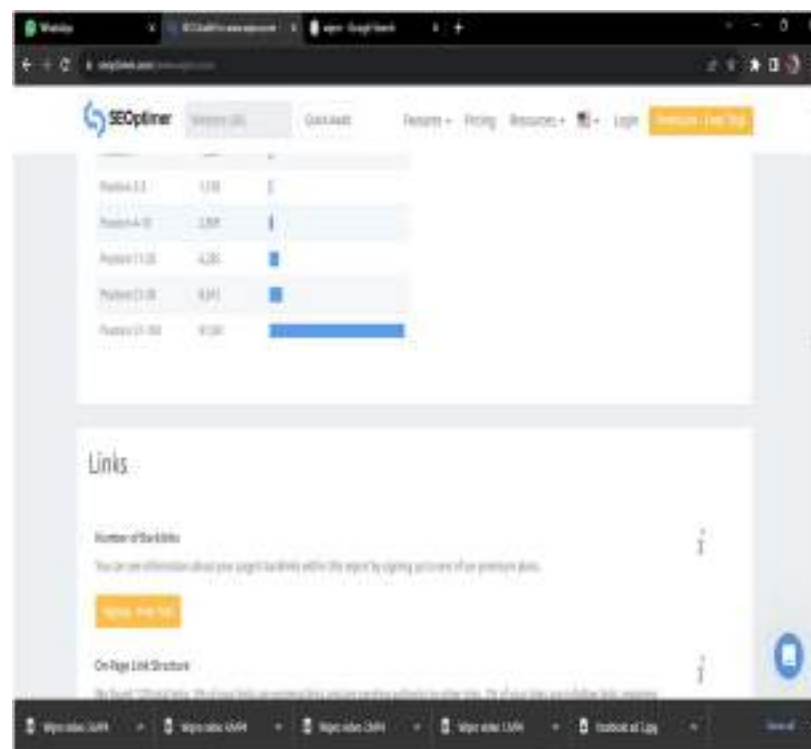
Image Alt Attributes

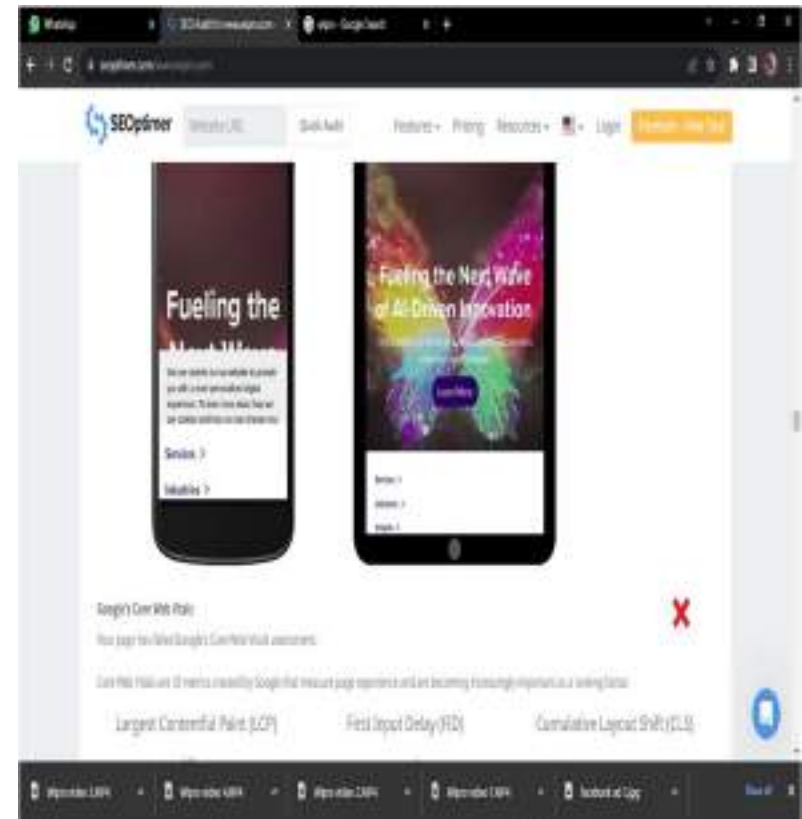
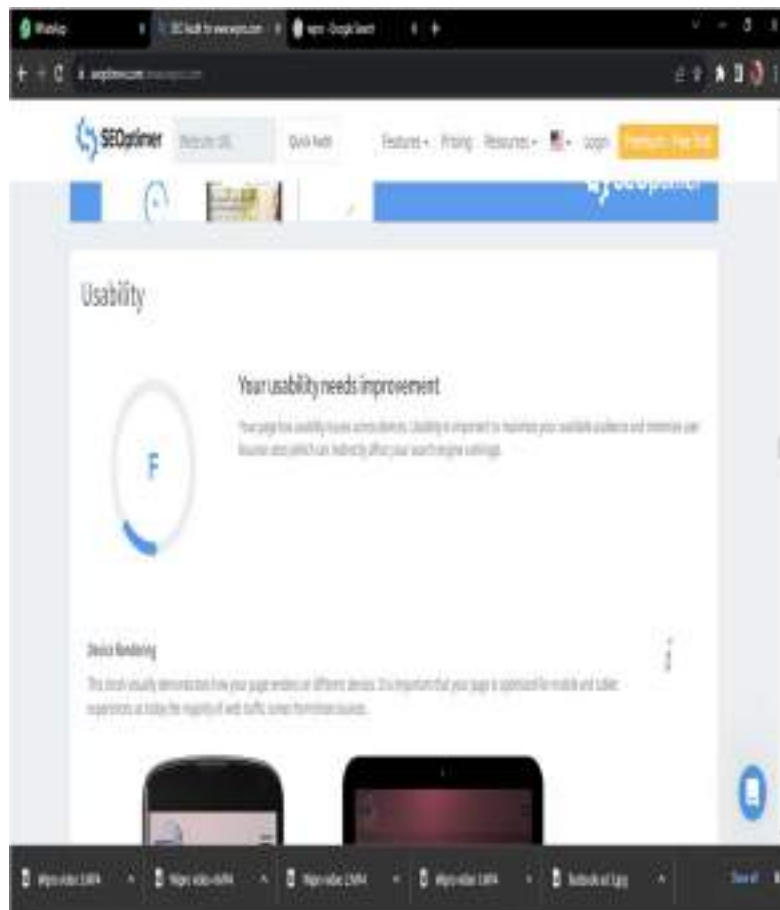
Your page images are not properly described with alt text.

We found 0 images on your page and that means no images are found.

All attributes are not filled out and are not properly set. It is not the responsibility of SEO optimizer.







Keyword research

Keyword results for "https://www.xipmu.com"

Showing 9 of 220 keywords

Keyword	All Monthly search volume	Top 10 page for this keyword	Top 10 page with this keyword	% Competition
xipmu.com	4,200	10/10	\$0.00	100%
xipmu apk	2,400	10/10	\$0.00	100%
xipmu for android	2,100	10/10	\$0.00	100%
xipmu apk for free	1,400	10/10	\$0.00	100%
xipmu for android	1,000	10/10	\$0.04	100%
xipmu apk	1,400	10/10	\$0.00	100%
xipmu apk download	2,400	10/10	\$0.00	100%
xipmu apk 2022	2,400	10/10	\$0.00	100%
xipmu apk file	1,400	10/10	\$0.00	100%

Name	Price	Quantity	Total
Item 1	\$10.00	100	\$1000
Item 2	\$15.00	50	\$750
Item 3	\$20.00	25	\$500
Item 4	\$25.00	10	\$250
Item 5	\$30.00	5	\$150
Item 6	\$35.00	3	\$105
Item 7	\$40.00	2	\$80
Item 8	\$45.00	1	\$45
Item 9	\$50.00	1	\$50
Item 10	\$55.00	1	\$55
Total	\$1000	150	\$1500

The screenshot displays a Google Ads Performance Planner report for a campaign named 'E-commerce 2022'. The report lists eight different campaign scenarios, each with a budget, duration, and cost. The data is as follows:

Campaign Scenario	Budget	Duration	Cost	CPA
High budget	\$1,000	30 days	\$100.00	\$100
High budget	\$2,000	30 days	\$100.00	\$100
High budget	\$3,000	30 days	\$100.00	\$100
High budget	\$4,000	30 days	\$100.00	\$100
High budget	\$5,000	30 days	\$100.00	\$100
High budget	\$6,000	30 days	\$100.00	\$100
High budget	\$7,000	30 days	\$100.00	\$100
High budget	\$8,000	30 days	\$100.00	\$100

At the bottom of the report, there is a section titled 'Is your website performing at its best?' with a green checkmark icon and a link to 'View your website performance'.

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

BLOG CALANDER OF JULY :-

Gives us a detailed view of the achievements its future investment plan its awards recognitions and activities of company.

DAY	MON	TUES	WED	THURS	FRI	SAT	SUN
						1	2
	3	4 CREATED SOCIAL MEDIA ACCOUNT	5	6	7 STARTED PROJECT ON WIPRO	8 ALLOCATING THE TASK	9 COLLECTING THE SOURCE DATA
	10 INTERPRETING THE DATA COLLECTED	11	12 INTERACTIVE QUZ SHEET PREPARED	13	14	15 STARTED WITH PART1 OF PROJECT	16
	17	18	19	20 research on SEO audit	21	22	23 CREATED A BLOG PAGE POSTED ABLOG
	24 POSTED INSTA AND FB POST	25 Email ad creation	26	27	28	29	30 story on instagram
	31						

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.
- Wipro's current marketing strategies and content ideas in 2023. However, I can suggest some general content ideas and marketing strategies that Wipro or any IT services company might consider implementing in 2023:-
 1. **AI and Automation in Business:** Create content that showcases how Wipro is leveraging AI, automation, and other cutting-edge technologies to drive digital transformation and improve business processes for their clients.
 2. **Cyber security and Data Protection:** Develop informative content on cyber security threats and solutions, emphasizing Wipro's expertise in safeguarding businesses against cyber attacks and ensuring data privacy.
 3. **Industry-Specific Solutions:** Produce content tailored to specific industries, demonstrating Wipro's domain knowledge and customized solutions for sectors such as healthcare, finance, retail, etc.

Marketing Strategies:

- **Personalization and Customer Segmentation:** Implement data-driven marketing strategies to tailor content and messaging based on the specific needs and interests of different customer segments.
- **Leverage AI for Marketing Automation:** Utilize AI and machine learning to automate marketing processes, such as lead nurturing, content distribution, and social media management.
- **Interactive Content Marketing:** Incorporate interactive content formats such as quizzes, polls, and interactive infographics to engage the audience and encourage participation
- **User-Generated Content (UGC) Campaigns:** Encourage customers and employees to share their experiences with Wipro's services through UGC campaigns, fostering authenticity and trust.
- **Innovative Social Media Campaigns:** Create captivating social media campaigns that demonstrate Wipro's technological expertise and thought leadership.

- **Augmented Reality Experiences:** Integrate AR experiences into marketing collateral or events to provide interactive and immersive engagement with the audience.
- **Inbound Marketing:** Focus on inbound marketing strategies to attract and convert potential clients by providing valuable content and resources.
- **Webinars and Virtual Events:** Host virtual webinars and events to share knowledge, showcase Wipro's solutions, and connect with prospects and industry experts.
- **Localized Marketing:** Tailor marketing efforts to specific regions and countries, considering cultural nuances and local business requirements.
- **Measure and Optimize:** Continuously analyze marketing metrics to identify successful strategies and areas for improvement, allowing Wipro to refine its marketing approach accordingly.

Remember that these strategies and content ideas should be adapted to Wipro's specific goals, target audience, and industry trends in 2023. Market dynamics and customer preferences may change over time, so staying agile and responsive to the evolving landscape is crucial for marketing success.

CHALLENGES FACED BY WIPRO

various challenges over the years, and through these experiences, they have learned valuable lessons to strengthen their business practices and strategies. Some of the challenges encountered by Wipro include:

- **Competitive Market:** Wipro operates in a highly competitive IT services market, facing tough competition from both established players and emerging companies. The challenge lies in differentiating their offerings and maintaining a competitive edge.
- **Evolving Technology Landscape:** The IT industry experiences rapid technological advancements and changes. Staying updated with the latest technologies and ensuring the workforce is skilled to handle emerging trends is a continual challenge.
- **Economic Uncertainty:** Wipro, like any other global organization, is susceptible to economic fluctuations and uncertainties. Economic downturns and currency fluctuations can impact their business operations and financial performance.
- **Data Security and Privacy:** As a provider of IT services, Wipro handles sensitive data of its clients. Ensuring robust data security and privacy measures is a critical challenge to safeguard client information.

Lessons learned by Wipro

- **Adaptability and Agility:** Wipro has learned the importance of being adaptable and agile in response to market changes and client demands. Flexibility allows them to stay relevant and meet evolving customer needs effectively.
- **Investment in Innovation:** Investing in research and innovation has helped Wipro stay ahead of the competition and develop cutting-edge solutions for their clients.
- **Customer-Centric Approach:** Putting customers at the center of their operations has been a critical lesson for Wipro. Understanding and addressing client pain points leads to stronger relationships and higher customer satisfaction.
- **Focus on Employee Development:** Wipro recognizes that its employees are its most valuable asset. They have learned the significance of providing continuous learning opportunities and a supportive work culture to retain top talent.
- **Risk Management and Compliance:** Wipro emphasizes robust risk management practices and compliance frameworks to address geopolitical risks and changing regulatory environments.

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

SOCIAL MEDIA AD CAMPAIGNS

- BRAND AWARENESS





LEAD GENEARTION

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.



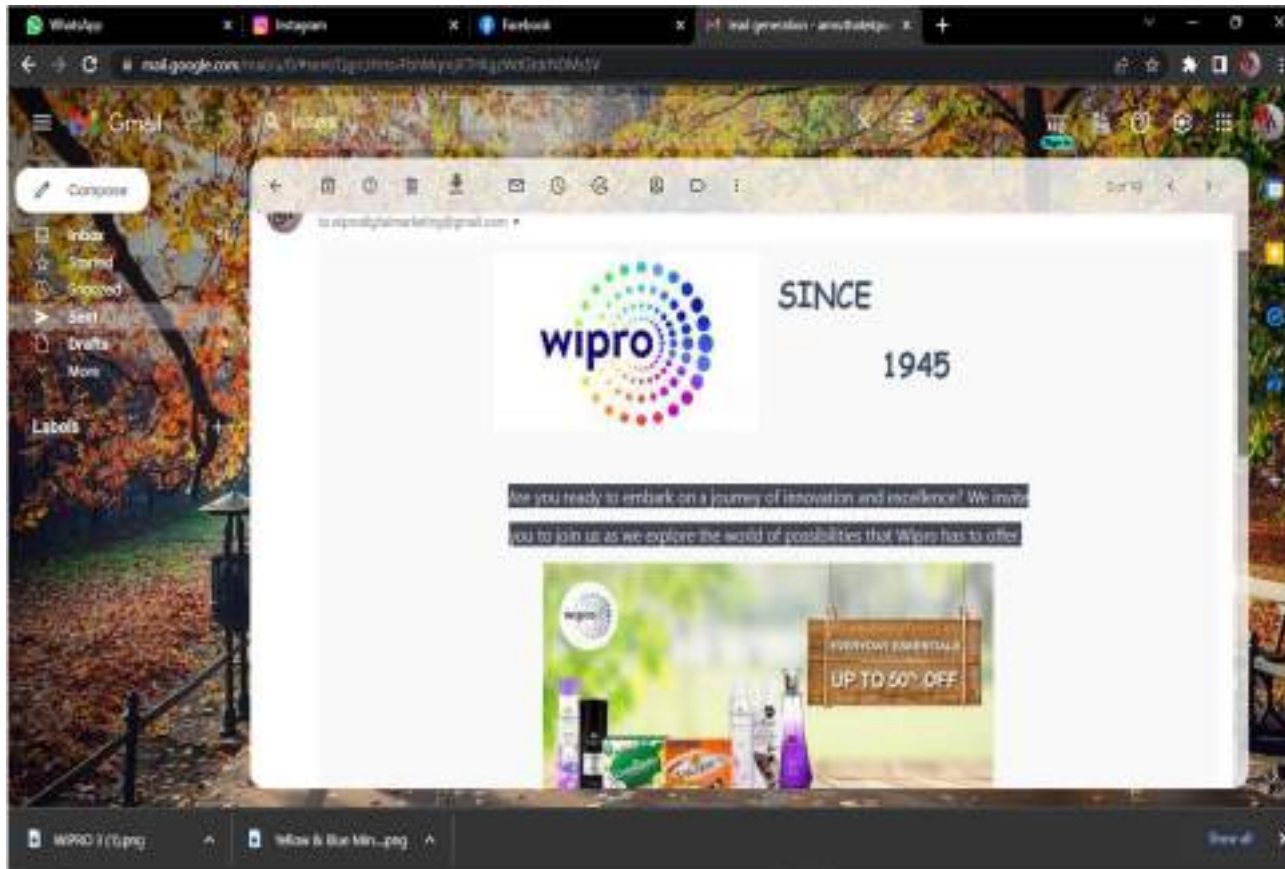
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

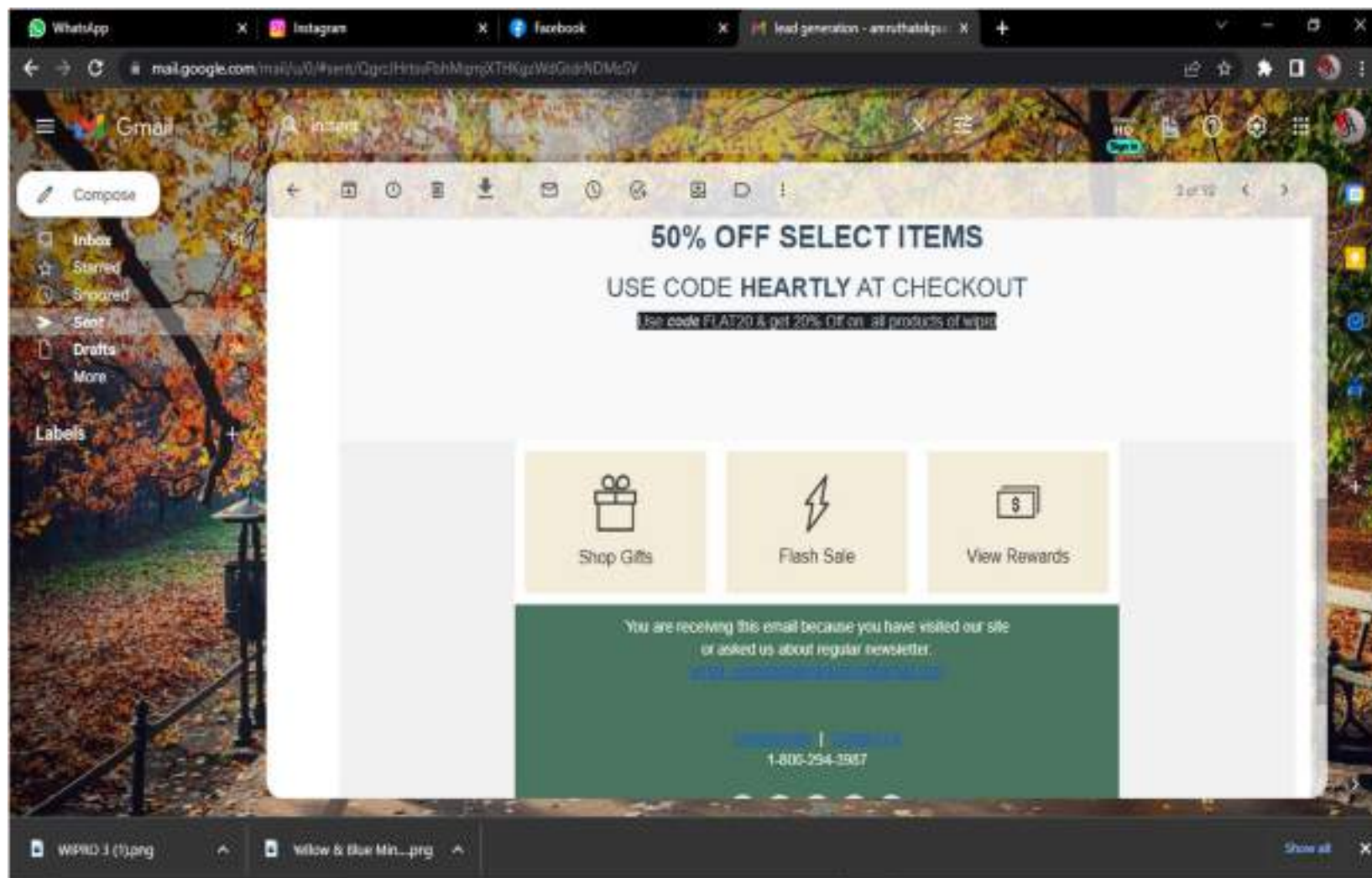
Email Ad Campaigns

Ad Campaigns for email marketing:

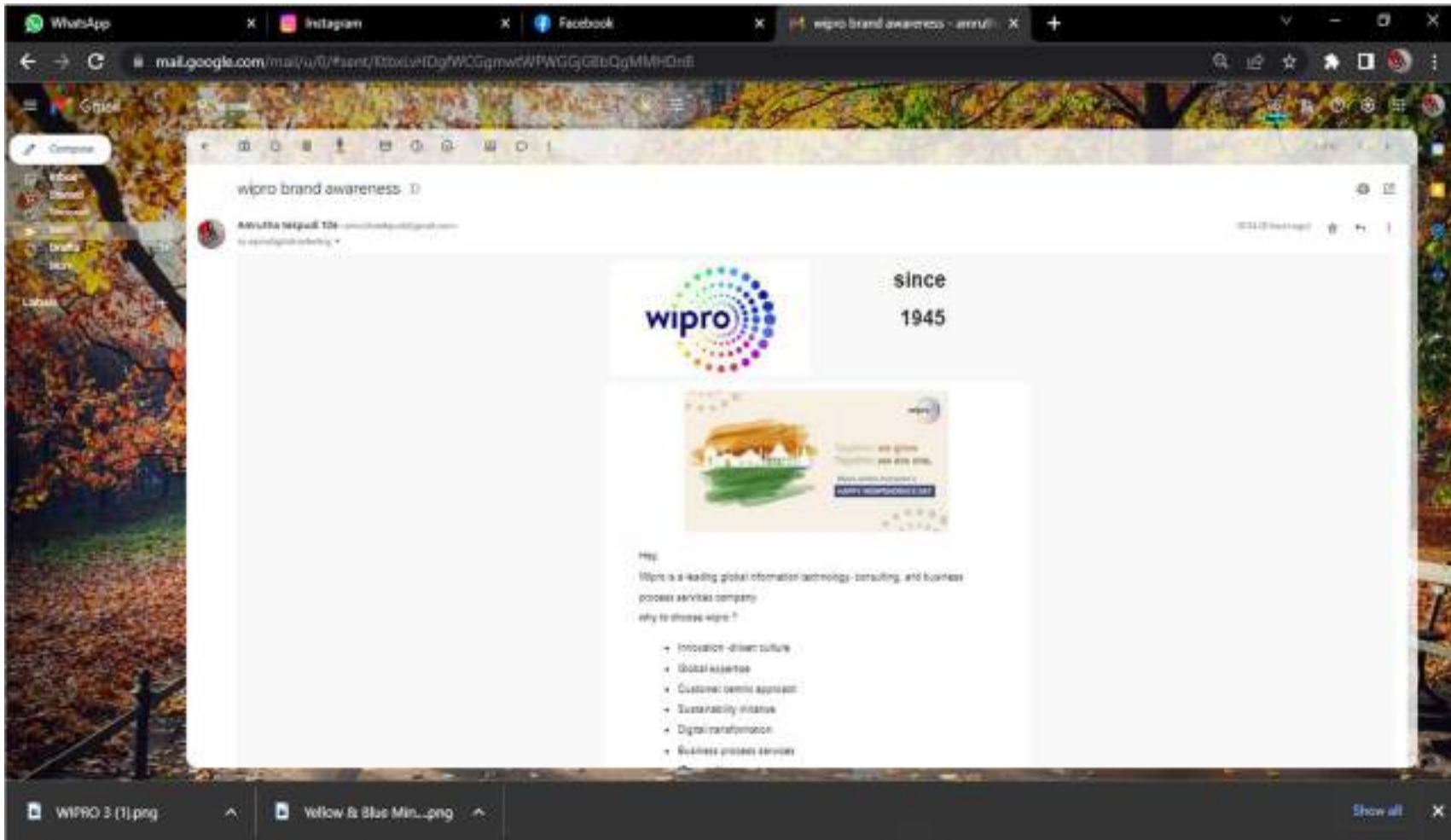
2 email ad campaigns with the mentioned goals: brand awareness & generating leads

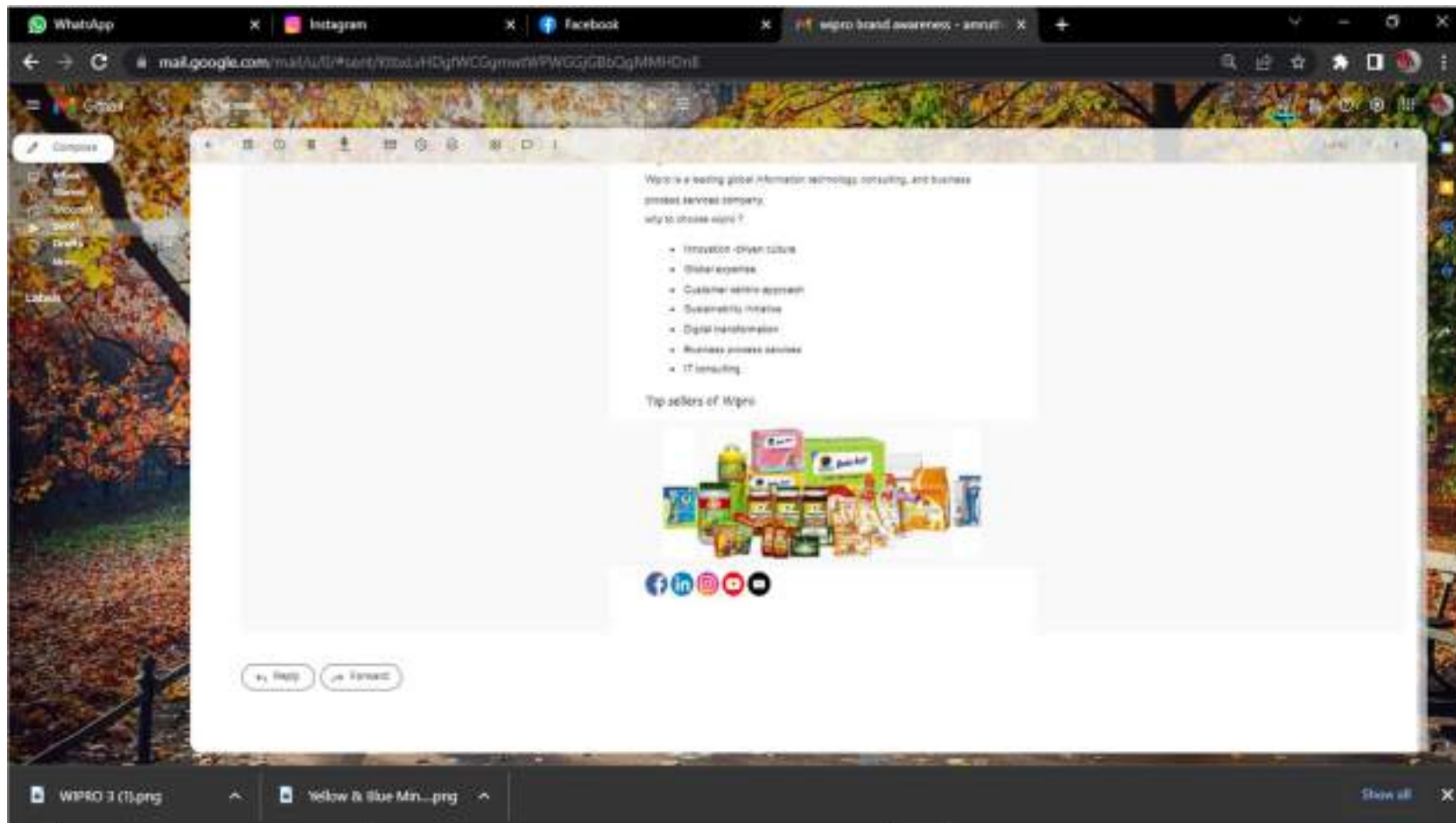
Email Ad Campaign 1 – LEAD GENERATION





Email Ad Campaign 2 – BRAND AWARENESS





WIPRO AD VIDEO

