

# COMPREHENSIVE DIGITAL MARKETING FOR WIPRO

## INTRODUCTION :-

This project is about the Topic comprehensive digital Marketing for Wipro. In this ~~our~~ our team and me. did a Deep research about the company Wipro's digital world. we also came up with some results. and conclusion where they can see.

We also analyzed their website and covered the topic related to this project.

The brand study of Wipro and the competitor's Analysis. we also came up with some Content creation idea for the Company's digital Marketing theoris. And the Marketing strategies are also been added to the presentation.

## PROJECT WORK FLOW:-

Here is the workflow that our team followed

- Brand study , competitor's Analysis & Buyer's Audience's persona.
- SEO & Key word Research.
- Content Ideas and Marketing strategies.
- Content Creation and Curation's .

## WIPRO'S IDENTITY:-

- WIPRO's mission is to be the world's top provider of Information technology, consulting, and business process services.
- They intend to use their technology and Consulting capabilities to help clients develop their business and achieve their objectives.

1. Wipro's Vision
2. Wipro's Values,
3. Wipro's USP's (Unique Selling propositions).
4. Wipro's Brand message.

This four core concept's hold a main place in wipro's identity. Their vision To be the most respected, innovative, and trusted leader in IT Services. The values To be passionate with clients success and treat each person with respect. and also be global and responsible. The Wipro's USP's are International Reach, Range of offering's, innovation's and Sector knowledge. The Brand Message's "Fuel your growth with cyber Resilience" and Realizing more Sustainable future .

## 2. Competitor Analysis:

Top 3 competitors of Wipro:-

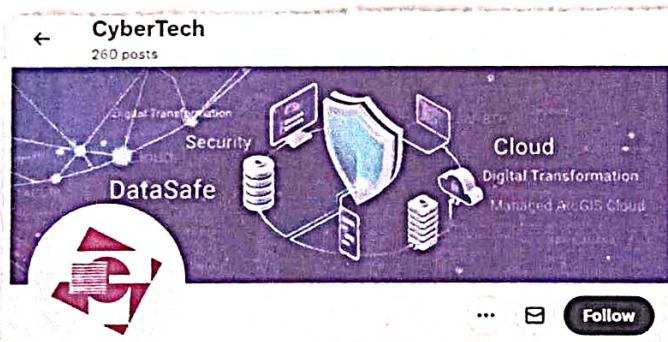
1. Cybertech Systems and Software.
2. Infosys
3. Cognizant.

### 1. Cybertech Systems and Software Ltd.:

USPs: cybertech is an IT Services and Solutions provider with specialties in enterprise software development, cyber security, and digital transformations some of their possible USP's could be :

- They provide cybersecurity solutions to safeguard business against online danger.
- cutting-edge solutions, they assist's firm in transforming for digital era.

Their online Communications are facebook, Instagram, Twitter.



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@CyberTechOnline

[cybertech.com](#) Joined December 2015

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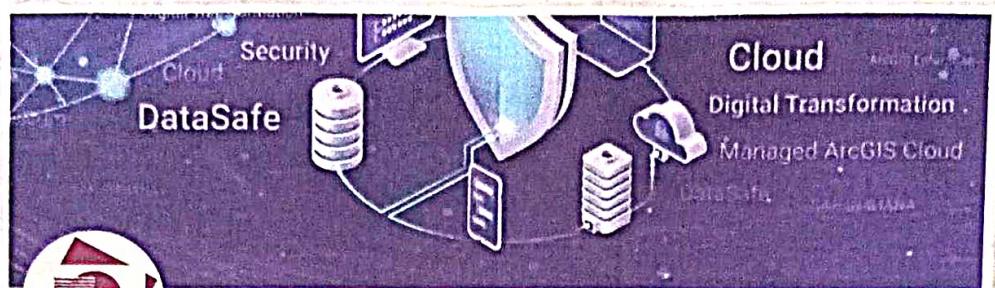
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**Intro**

CyberTech is a next-generation spatial & location analytics company. It globally offers services and

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4



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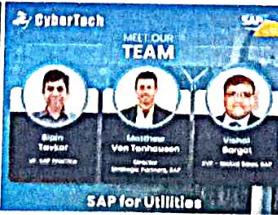
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CyberTech Systems and Software Inc.

Product/service  
We are the experts in Enterprise Cloud Transformation  
[www.cybertech.com](http://www.cybertech.com) + 1

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## 2. Infosys!

(USP's)::

Global Reach: Infosys has a vast global presence with a network of offices and delivery centers in various countries, enabling them to offer services to clients.

Digital Transformation Experts: Infosys is highly regarded for its proficiency in guiding businesses through digital transformation journeys.

They's also End-to-End IT-Services, Industry-Specific Solutions, and Innovation and Research.

Their online communications are Facebook page and Twitter.



← Infosys  31K posts



DIGITAL-FIRST CLOUD-FIRST AI-FIRST

Follow

**Infosys** 

@Infosys

Follow us to join conversations on how to #NavigateYourNext! We help clients navigate transformation with AI powered core, #AgileDigital & lifelong #Learning.

Global (HQ: Bangalore, India)  Infosys.com  Joined April 2008

19 Following 514.4K Followers

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**News**

Infosys  @Infosys - Aug 25

We are delighted to welcome the World No. 1 @iga\_swiatek to the Infosys family as our global brand ambassador. She is an inspiration to people all over the world. Hear from Iga about this partnership. [infoy.com/3PerIVM9](http://infoy.com/3PerIVM9) #IgaXInfosys #NavigateYourNext #ChampionsEvolve



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Infosys  August 25

We are delighted to welcome the World No. 1 Iga Swiatek to the Infosys family as our global brand ambassador. She is an inspiration to people all over the world. Hear from Iga about this partnership. [infoy.com/3PerIVM9](http://infoy.com/3PerIVM9) #IgaXInfosys #NavigateYourNext #ChampionsEvolve

Infosys  August 24

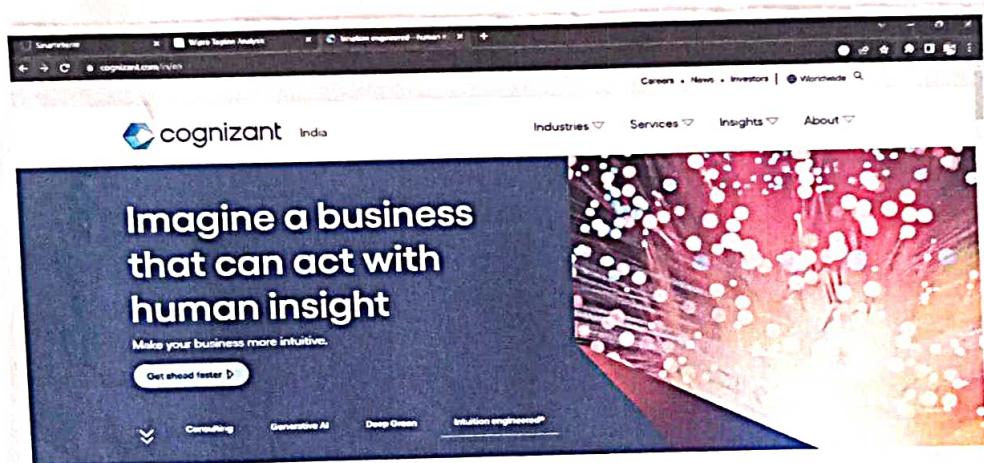
We are delighted to welcome Rafael Nadal to the Infosys family as our global brand ambassador. He is an inspiration to people all over the world. Hear from Rafael about this partnership. [infoy.com/3PerIVM9](http://infoy.com/3PerIVM9) #RafaelXInfosys #NavigateYourNext #ChampionsEvolve

3. Cognizant: Cognizant is cutting edge technology remains processes and transform's Experience so they stay ahead in a fast-changing world.

USP's:

- 1 Digital Transformation.
- 2 Industry Understanding.
- 3 Global presences.
- 4 Talent and Innovation.

They're online Communications are: They're well optimized with website, social media and blog posts also podcasts.



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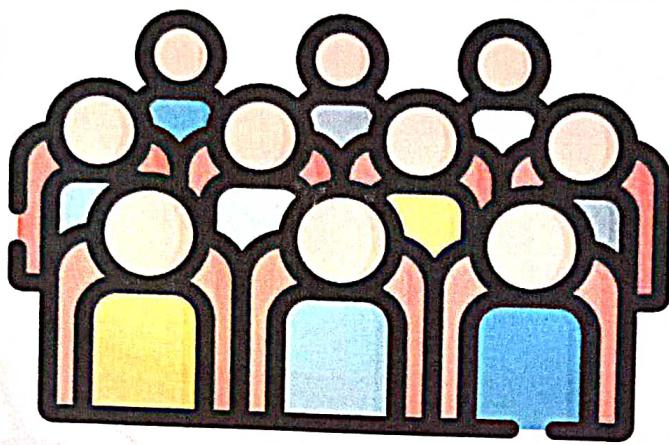
Cognizant (Nasdaq: CTSH) — we help the world's leading companies build stronger businesses — helping them go from doing digital to being digital.  
[linkin.bio/cognizant](https://linkin.bio/cognizant)

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## Buyer's/Audience's persona!



### Demographics:

- Age: 28-40 years old
- Gender: Female (60%) / Male (40%)
- Location: Urban and Suburban areas worldwide
- Income: Middle to upper-middle class.
- Education: Bachelor's degree (or) higher.

### Psychographics:

- Occupation: IT professionals, project Managers, business Analysts, decision maker.
- Values: Innovation, efficiency, sustainability and Cost effectiveness.
- challenges: keeping up with rapidly evolving technology, staying secure and adapting to changing market demands.

## Goals and pain points:

- Goal's: Improve efficiency, enhance business performance, reduce operational costs and achieve a competitive edge.
- Pain points: Managing digital transformation, ensuring data security and dealing with the complexity of technology integration

## Behaviours:

- Online Behaviour: Use technology and Social Media bot to varying extents. Active on platforms like LinkedIn, Twitter and Industry-Specific forums.
- Information Sources: Rely on a Mix of Industry publications, tech news, peer recommendations, and professional networks for decision-making.
- Buying Behaviour: Making informed decision, consider quality and cost, may seek recommendations from peers or colleagues.

## SEO & Keyword Research

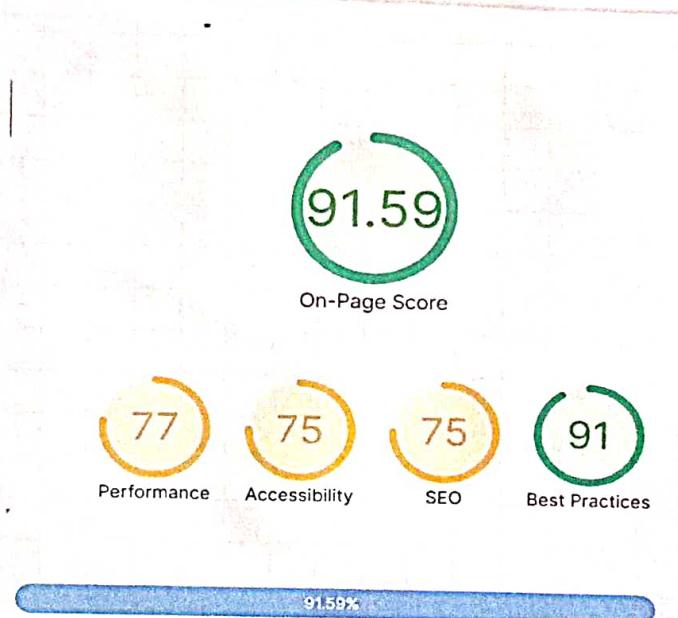
SEO Audit! For conducting SEO Audit, we used a tool called Scamator.

SEO Details - 75%.

Accessibility Details - 75%.

Best practices Details - 91%.

Performance Details - 77%.



## KEYWORD RESEARCH

Here are the keyword that are well optimized on  
Bengal website's and blog's: also the Competitors :-

### Brainstorm Seed Keywords

- Wipro
- IT Services
- Technology Solutions
- Software development
- Digital transformation.
- Cloud Computing.
- Artificial Intelligence.
- Data Analytics.
- Cyber Security.
- Outsourcing Services

### Competitors Keywords

- Information Technology Services.
- IT Consulting
- Software Services
- Business process outsourcing.
- Digital Transformation
- cloud computing
- Artificial Intelligence
- Blockchain Technology
- Banking and financial services.

### Long-Tail keyword Exploration:

These keywords often have lower competition and higher conversion potential for wipro .

- IT consulting Services for healthcare industry.
- Global IT outsourcing solution .

## SOCIAL MEDIA AD CAMPAIGNS!

### 1 Ad campaign 1: Brand Awareness:

- Goal: Make more people aware of Wipro IT Services in North America.
- Target Audience's: Mid-level Executives and IT decision-makers in companies with 100-500 employees in finance, health care and manufacturing sector.
- Ad: Show a picture of diverse working on a Tech project with Wipro's logo's saying, "Empower your business with Wipro's IT Solutions."

### 2 Ad Campaign 2: Driving Traffic.

- Goal: Get people to visit Wipro's latest CyberSecurity whitepaper.
- Target Audience's: Executives, IT Manager and cybersecurity professionals and business growth and frequently visit CyberSecurity websites or attend tech conferences.
- Ad: Display a graphic with CyberSecurity stats and Wipro's solution, saying 'protect your business and Wipro CyberSecurity Solutions'

## Content Idea Generation & strategy's:

### :challenge's Encountered:

- complex Industry Terminology
- Rapidly changing technological Environment.
- Intense competition

### Lesson's learned:

- Approach that is focused on the audience.
- Innovation is important.
- Important is Content Quality.
- Localization is important.

## CONTENT CREATION

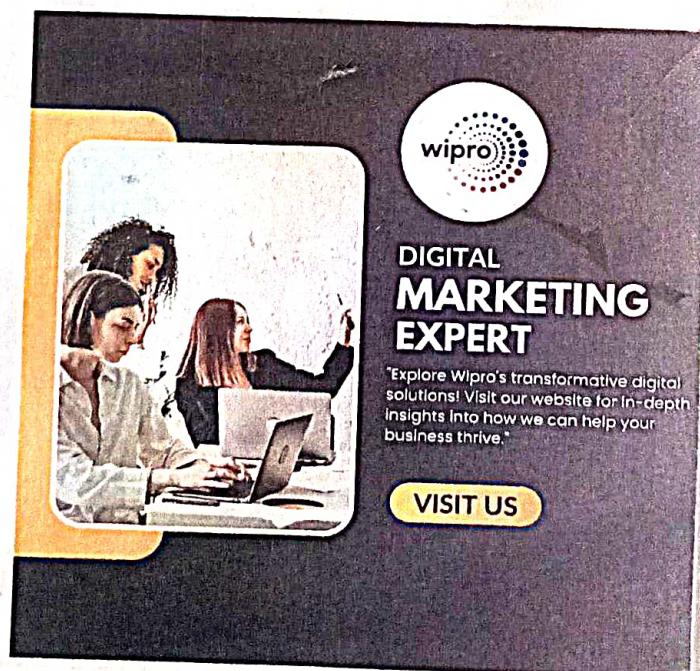
### INSTAGRAM STORY AND POST CREATION FOR WIPRO :-

#### POST LINK:

[https://www.instagram.com/p/ccl/cG0s7j1cQSA/?utm\\_source=igweb-copy-link&igsh=MzR1ODBiNFR2A](https://www.instagram.com/p/ccl/cG0s7j1cQSA/?utm_source=igweb-copy-link&igsh=MzR1ODBiNFR2A).

## CONTENT CREATION!

(INSTAGRAM STORY AND POST)



## CONTENT CREATION:

Here is video ad which we created Using  
free stock video and AI Voice over.

Editing software capcut

click the link

<https://drive.google.com/file/d/1UZOYElkksRjH01zYBHfaaldkjzwBzC/view?usp=sharing>