

## INTRODUCTION:

A OVERVIEW OF THE PROJECT: In the project the Topic we Selected is "Comprehensive digital Marketing for Wipro".

The Main Topic are:

- Brand Study, Competitor Analysis, Buyer's and Audience's Persona.
  - SEO & Keyword Research.
  - Content Ideas and Marketing Strategies.
  - Content Creation And Curation.
  - Wipro's Mission
  - Wipro's Values.
  - Wipro's Vision.
  - Wipro's Brand Message's.
  - Wipro's Unique Selling propositions (USPs).
  - Wipro's Tagline.
  - Creating Ad Video and Also create Instagram and post Reel and story's about Wipro.
- Presented a Video for Ad at last of the PPT presentation.