

DIGITAL MARKETING



PROJECT WORK



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COMPANY NAME



tech
mahindra

PART 1 -
BRAND STUDY,
COMPETITOR ANALYSIS &
BUYER'S/AUDIENCE'S
PERSONA.



Tech
Mahindra

BRAND STUDY

- **VISION:** TECH MAHINDRA OFFERS INNOVATIVE AND CUSTOMER-CENTRIC DIGITAL EXPERIENCES, ENABLING ENTERPRISES, ASSOCIATES, AND SOCIETY TO RISE FOR A MORE EQUAL WORLD, FUTURE READINESS, AND VALUE CREATION.
- **MISSION:** TECH MAHINDRA'S CORE MISSION IS CENTERED AROUND DRIVING DIGITAL TRANSFORMATION AND FOSTERING INNOVATION FOR BUSINESSES ACROSS VARIOUS INDUSTRIES.
- **VALUES:** SOME OF THE CORE VALUES ARE CORPORATE CITIZENSHIP, PROFESSIONALISM, QUALITY FOCUS, CUSTOMER-FIRST, AND DIGNITY OF THE INDIVIDUAL - INSPIRE OUR ASSOCIATES TO ACHIEVE OUR CORE PURPOSE.



Tech
Mahindra

BRAND STUDY

- **USP:** LEADING IT SOLUTION PROVIDER IN THE TELECOM VERTICAL
- **TAG LINE:** " CONNECTED WORLD.CONNECTED EXPERIENCES ".
- **BRAND MESSAGE :**
- TECH MAHINDRA BRAND NARRATIVE IS NOT ABOUT THEM, IT IS ABOUT EMPOWERING THEIR CUSTOMERS AND THEIR INDUSTRIES. IT'S WHAT THEY ALWAYS SAY HERE AT TECH MAHINDRA: TOGETHER, WE RISE. AFTER ALL, PEOPLE WILL REMAIN AT THE HEART OF EVERYTHING THEY DO AS THEY GROW MOMENTOUSLY AS A BRAND.



COMPETITOR ANALYSIS

- Accenture plc is an Irish-American professional services company based in Dublin, specializing in information technology (IT) services and consulting. A Fortune Global 500 company, it reported revenues of \$61.6 billion in 2022.



- Infosys is a NYSE-listed global consulting and IT services company with more than 336k employees. From a capital of US\$250, we have grown to become a US\$ 18.38 billion (LTM Q1 FY24 revenues) company with a market capitalization of approximately US\$ 67 billion.
- Tata Consultancy Services (TCS) is an Indian multinational corporation that provides information technology (IT) services, business solutions, and outsourcing. TCS is a division of the well-known Tata Group.





BUYER'S/AUDIENCE'S PERSONA

TARGET AUDIENCE: DEMOGRAPHIC & PSYCHOGRAPHIC

Demographics:

- Professionals and decision-makers in businesses and enterprises (e.g., CEOs, CTOs, IT managers).
- Employees in the information technology and telecommunication sectors.
- Government officials and administrators involved in technology-related projects.
- Tech-savvy individuals who are interested in new technologies and digital solutions

Psychographics:

- Innovators and early adopters who are open to trying new technologies and solutions.
- Individuals and organizations looking for efficient and effective technology solutions to enhance their operations or products.
- Individuals and companies with a focus on digital transformation and improving customer experience



BUYER'S/AUDIENCE'S PERSONA

TARGET AUDIENCE: BEHAVIOURS AND INTERESTS

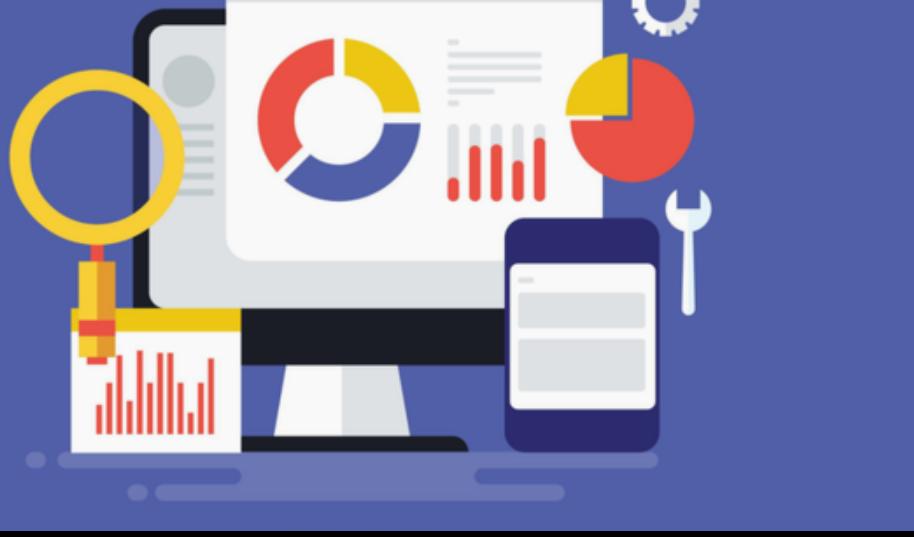
Behaviors:

- Actively seeking technology solutions to address specific business or individual needs.
- Engaging in research and staying updated with the latest trends and advancements in technology.
- Participating in industry events, conferences, and forums related to technology and innovation.

Interests:

- Interest in cutting-edge technologies, such as artificial intelligence, cloud computing, big data, and the Internet of Things (IoT).
- Interest in mobile applications, digital platforms, and software solutions.
- Concern for data security and privacy in the digital age.

PART 2 –
SEO & KEYWORD
RESEARCH.



SEO AUDITING

An SEO audit is the process of analyzing how well your web presence relates to best practices – it is the first step to creating an implementation plan that will have measurable results.

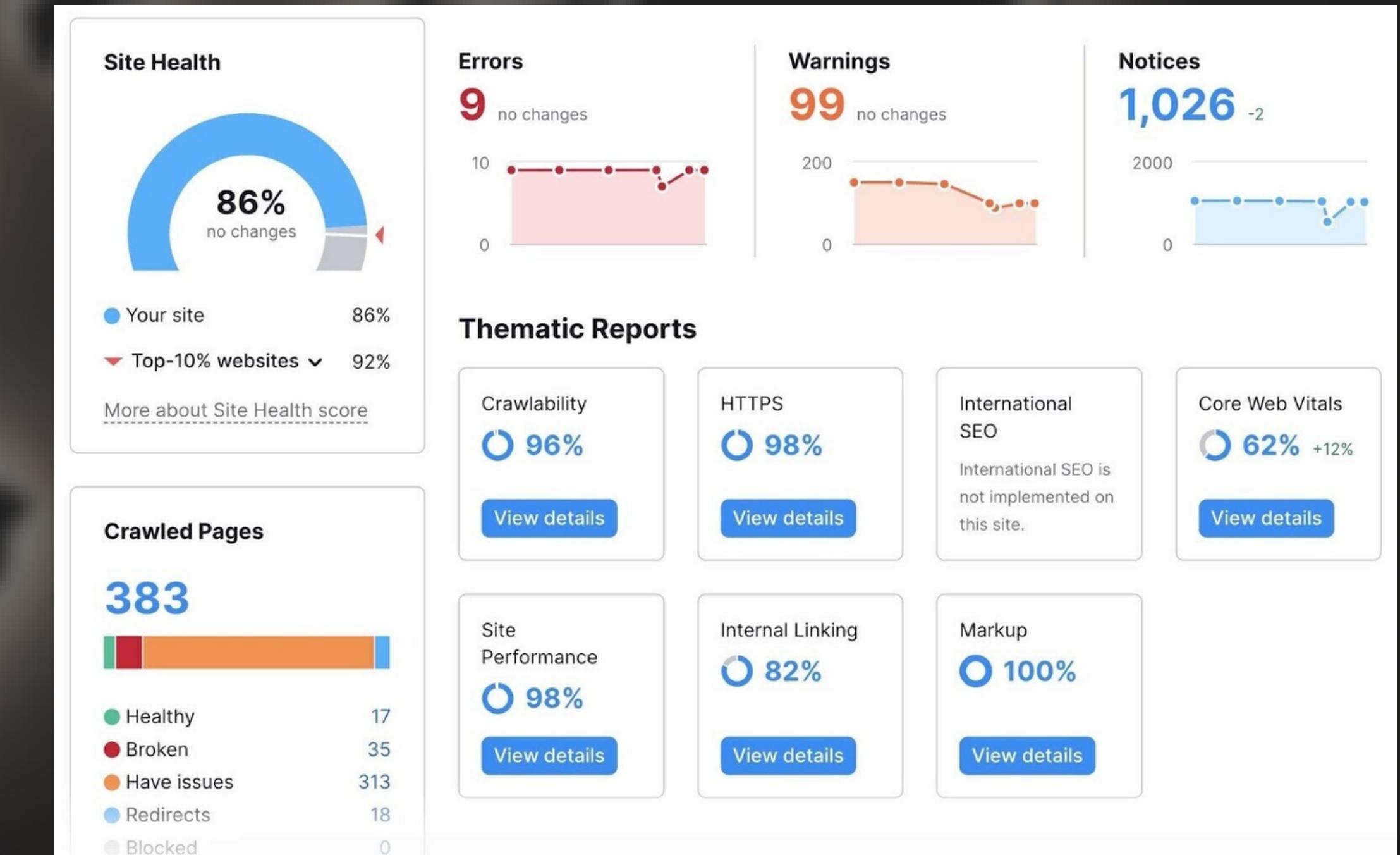
The purpose of the audit is to identify as many foundational issues affecting organic search performance as possible. The SEO audit will reveal:

- Technical SEO issues
- Website structure issues
- On-page SEO issues
- Potential off-site problems
- User experience issues
- Content gaps and opportunities
- Competitive marketplace insights





SEO AUDITING





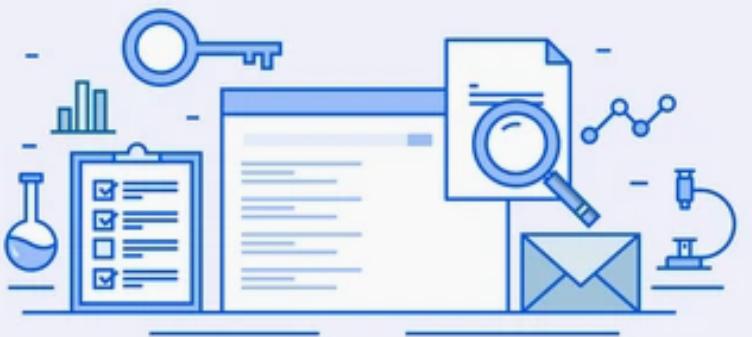
KEY RESEARCH

In the context of Search Engine Optimization (SEO), "key research" refers to the process of identifying and analyzing the most relevant keywords and phrases that users are using to search for information, products, or services related to a specific topic or industry. Conducting key research is a crucial step in SEO, as it helps website owners and marketers optimize their content to rank higher in search engine results pages (SERPs) and attract targeted organic traffic. Here's an overview of how key research is conducted in SEO:

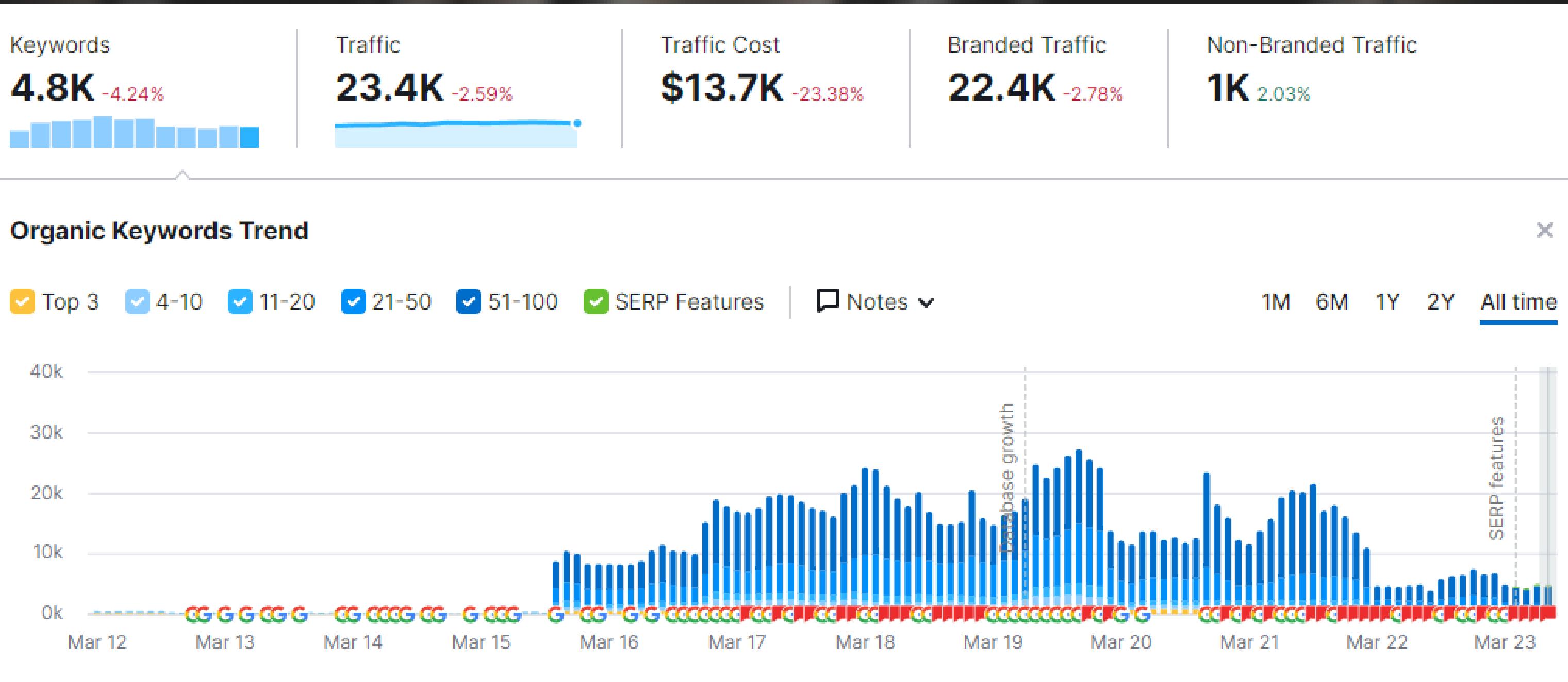
1. Understanding Your Target Audience.
2. Brainstorming and Idea Generation.
3. Keyword Research Tools.
4. Long-Tail Keywords.
5. Competitor Analysis.
6. Search Volume vs. Competition.
7. Relevance and User Intent.
8. Content Optimization.
9. Monitor and Adjust.
10. Diversify Keyword Strategy.



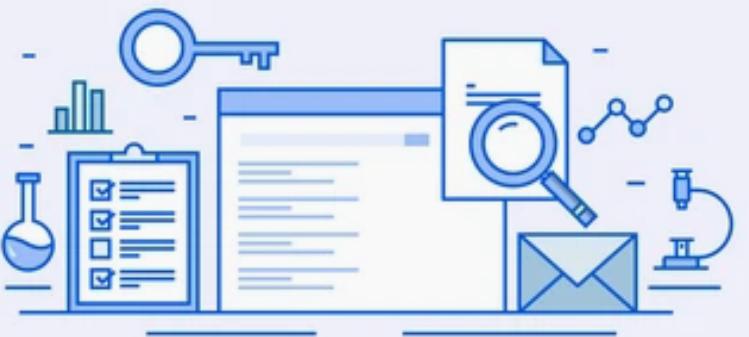
KEYWORD RESEARCH



KEY RESEARCH



KEYWORD RESEARCH



KEY RESEARCH

Top Keywords

All Positions Organic SERP Features

Keyword	Position	SF	Volume	Traffic %
tech mahindra >>	② 1	8	14.8K	50.63
techmahindra >>	② 1	5	3.6K	12.31
tech mahindra americas >>	② 1	9	1K	3.42
tech mahindra americas inc >>	② 1	7	720	2.46
twingo tech mahindra >>	1	4	720	2.46

[View all 4.8K keywords](#)

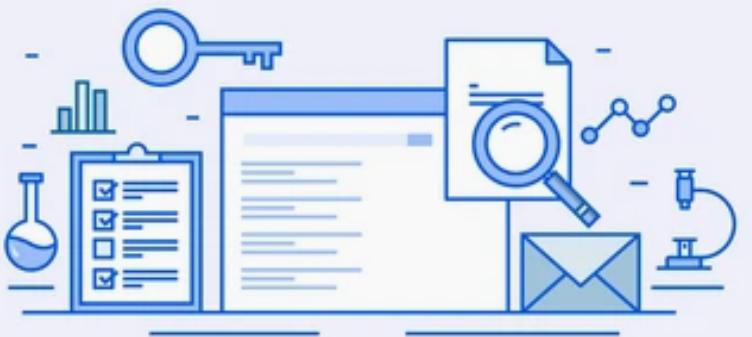
Keywords by Intent



Intent	Keywords	Traffic
● Informational	42.3%	2.5K
● Navigational	24%	1.4K
● Commercial	19.4%	1.1K
● Transactional	14.3%	834

[View full report](#)

KEYWORD RESEARCH



KEY RESEARCH

Main Organic Competitors

Domain	Common Ke...	Com. Level
mahindra.com ↗	69	13%
usicoc.biz ↗	11	9%
techmahindrafoundation.org ↗	12	9%
officeaddress.blogspot.com ↗	8	7%
mahindralifespaces.com ↗	12	6%

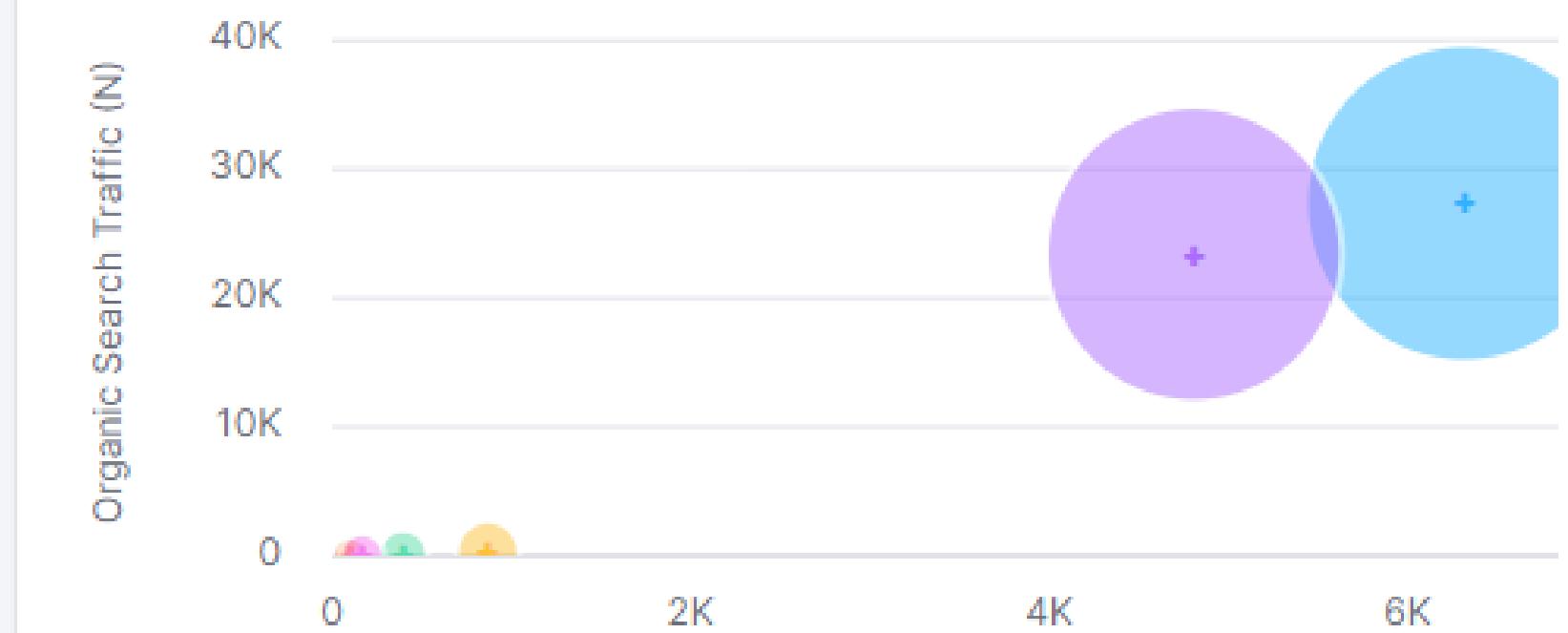
[View all 3.2K competitors](#)

Competitive Positioning Map

● mahindra.com ● usicoc.biz ● techmahindrafoundation.org

● officeaddress.blogspot.com ● mahindralifespaces.com

● techmahindra.com





ON PAGE OPTIMIZATION

On-page optimization, also known as on-page SEO, refers to the process of optimizing individual web pages to improve their visibility and rankings in search engine results pages (SERPs). It involves various techniques and best practices to make web pages more search engine-friendly and relevant to the users' search queries. Here are some key aspects of on-page optimization:

1. Keyword Research.
2. Title Tags.
3. Meta Descriptions.
4. Headings (H1, H2, H3, etc.).
5. URL Structure.
6. Content Optimization.
7. Image Optimization.
8. Internal Linking.
9. Mobile-Friendliness.
10. Page Loading Speed.
11. Schema Markup.
12. User Experience (UX).



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ON PAGE OPTIMIZATION

On Page SEO Checker: www.techmahindra.com ▾

United States - English ▾ www.techmahindra.com Last update: Jul 30, 2023

Overview Optimization Ideas Top 10 Benchmarking Idea Tasks

Total Ideas i

A donut chart with a green outer ring and a smaller light green inner ring. The number '6' is displayed in the center, with the text 'for 1 pages' written below it.

Idea Type	Count
Strategy Ideas (St)	0
Backlinks Ideas (Ba)	1
User Experience Ideas (Ux)	0
Technical SEO Ideas (Te)	0
SERP Features Ideas (Sf)	0
Semantic Ideas (Se)	0
Content Ideas (Co)	5

Please wait. Site Audit is running.

Our ideas may help you increase your organic traffic i

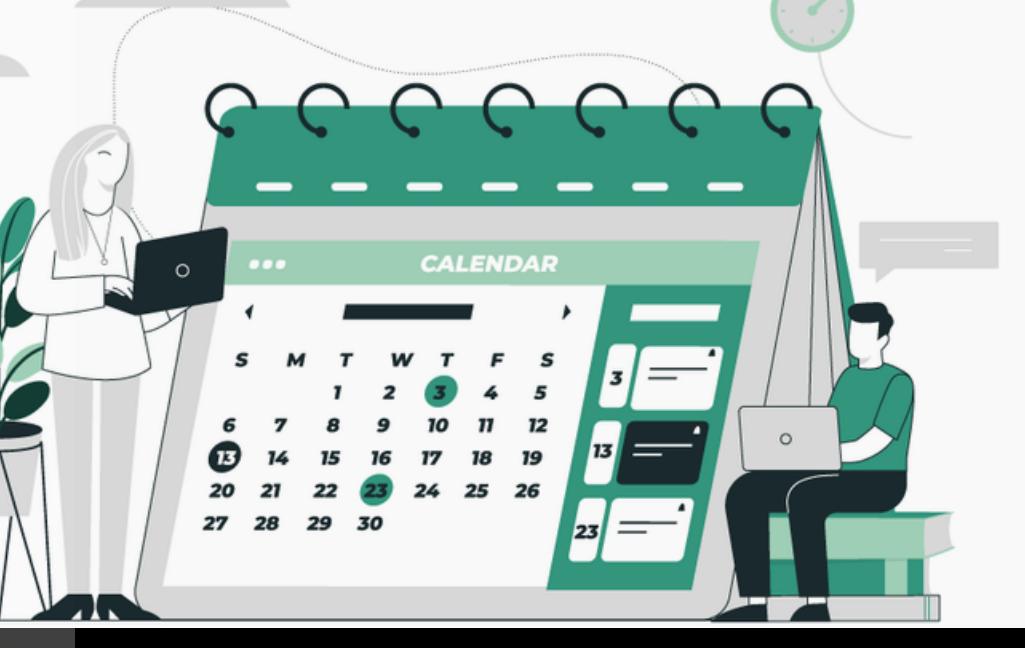
over 1000%

Current: 370

Potential: 26.9k

Activate Windows

PART 3 -
CONTENT IDEAS AND
MARKETING
STRATEGIES.



CONTENT CALANDER

Content Calendar

Display Start: 5/5/2020
Start Week: 1

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	May 4, 2020	May 11, 2020	May 18, 2020	May 25, 2020			
4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	May 4, 2020	May 11, 2020	May 18, 2020	May 25, 2020						
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16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	May 4, 2020	May 11, 2020	May 18, 2020	May 25, 2020																		
17	18	19	20	21	22	23	24	25	26	27	28	29	30	May 4, 2020	May 11, 2020	May 18, 2020	May 25, 2020																			
18	19	20	21	22	23	24	25	26	27	28	29	30	May 4, 2020	May 11, 2020	May 18, 2020	May 25, 2020																				

July 2023

SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Events:

- 2 Wimbledon #wimbledon2023
- 3 National Kitten Day #nationalkittenday
- 4 Independence Day #independenceday2023
- 5 Share a summer this or that #thisorthat
- 6 World Chocolate Day #worldchocolateday
- 7 Ice Cream Sundae Day #icecreamsundae day
- 8 Bastille Day #bastilleday
- 9 Give Something Away Day #givesomethingawayday
- 10 National Cherry Day #nationalcherryday
- 11 World Emoji Day #worldemojiday
- 12 Promote your summer sale #summersale
- 13 Nelson Mandela International Day #NelsonMandelaDay
- 14 Post your Back to School Sales #backtoschool
- 15 Disability Independence Day #disabilityindependenceday
- 16 International Friendship Day
- 17 National Junk Food Day #junkfoodday
- 18 Share Customer Review #customerlove
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CONTENT IDEAS AND MARKETING STRATEGY



INTRODUCTION

- **Content ideation and marketing strategy** are two critical components of any successful marketing campaign. In this presentation, we will explore the challenges that marketers face in these areas and gain insights into how to overcome them.
- **Content ideation and marketing strategy** can be challenging, but you can create a successful campaign with the right tools and techniques. Remember to always put your audience first and use data to guide your decisions.





CONTENT MARKETING LIFE CYCLE

A **content marketing lifecycle** represents a series of steps that goes into managing and executing your content marketing strategy. The cycle showcases the entire marketing process, from the initial research to creation and distribution of content, up until the analysis of the strategy's performance. In all, there are five steps in the content marketing lifecycle:

- Research
- Ideation and Planning
- Creation and Optimization
- Distribution
- Analysis





MARKETING STRATEGY

The marketing strategy of Tech Mahindra analyzes the brand with the marketing mix framework which covers the 4Ps:

- **Product Strategy:** Tech Mahindra offers an array of services to its customers spread across various industries like Automotive, Banking & Financials, Manufacturing, Health care, Media & Entertainment, Public Services, retail, and travel & logistics.
- **Price/Pricing Strategy:** Tech Mahindra approaches clients when they ask for proposals and give their presentations on capabilities, quality of service and other USP's along with price they want to charge for that particular project. Generally, it is based on multiple factors like complexity, technology used, persons required and time required.





MARKETING STRATEGY

The marketing strategy of Tech Mahindra analyzes the brand with the marketing mix framework which covers the 4Ps:

- **Place & Distribution Strategy:** Tech Mahindra provides services from nearly 50 countries to clients across the globe in various time zones without any glitches made possible by modern technology and best practises put in place.
- **Promotion & Advertising Strategy:** Tech Mahindra does promotion of various kinds in its marketing mix with an objective increasing its brand awareness among industries and prospective clients. Tech Mahindra does social responsibility activities wherein it works in three chosen fields of school education, employability and technical education.





CHALLENGES ENCOUNTERED

Challenge!

Challenges faced by Tech Mahindra :

- Intense Competition
- Talent Acquisition and Retention.
- Rapid Technological Advancements
- Global Economic Uncertainties
- Data Security and Privacy:

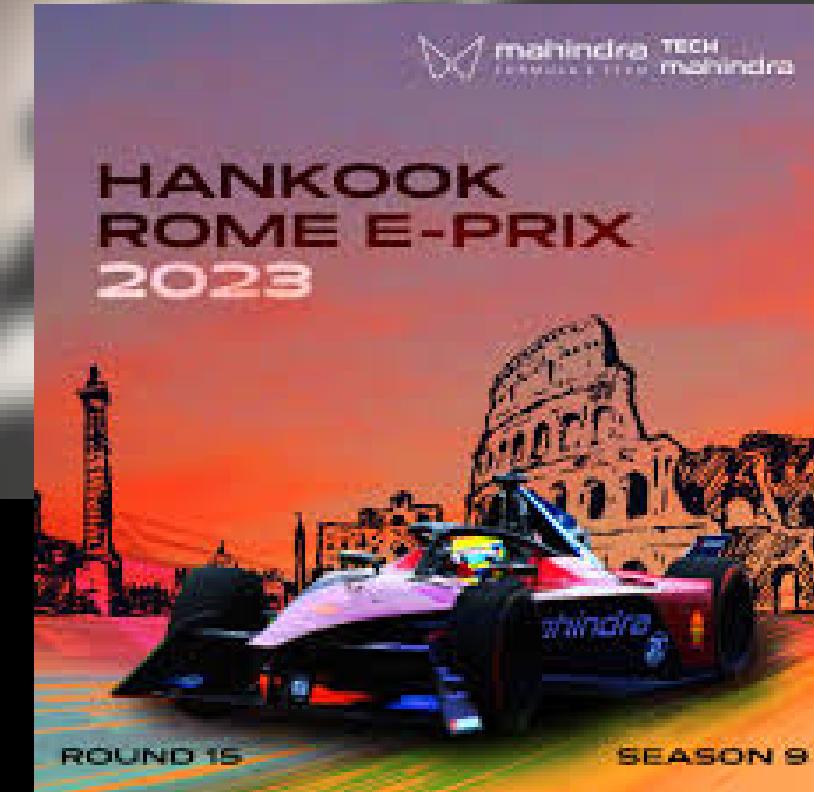
Solutions adopted by Tech Mahindra :

- Tech Mahindra may invest in research and development to create cutting-edge solutions and differentiate themselves from competitors.
- By diversifying its range of services, Tech Mahindra can cater to a broader client base and reduce its dependency on specific industries or technologies.
- Collaborating with other technology companies or startups can provide access to new markets, technologies, and expertise.
- Adopting agile methodologies allows Tech Mahindra to respond quickly to changing client needs and deliver projects more efficiently.
- Prioritizing customer satisfaction and understanding their specific needs can lead to stronger client relationships and repeat business.
- Tech Mahindra may help its clients undergo digital transformations to modernize their businesses and stay competitive in the digital age.

PART 4 -

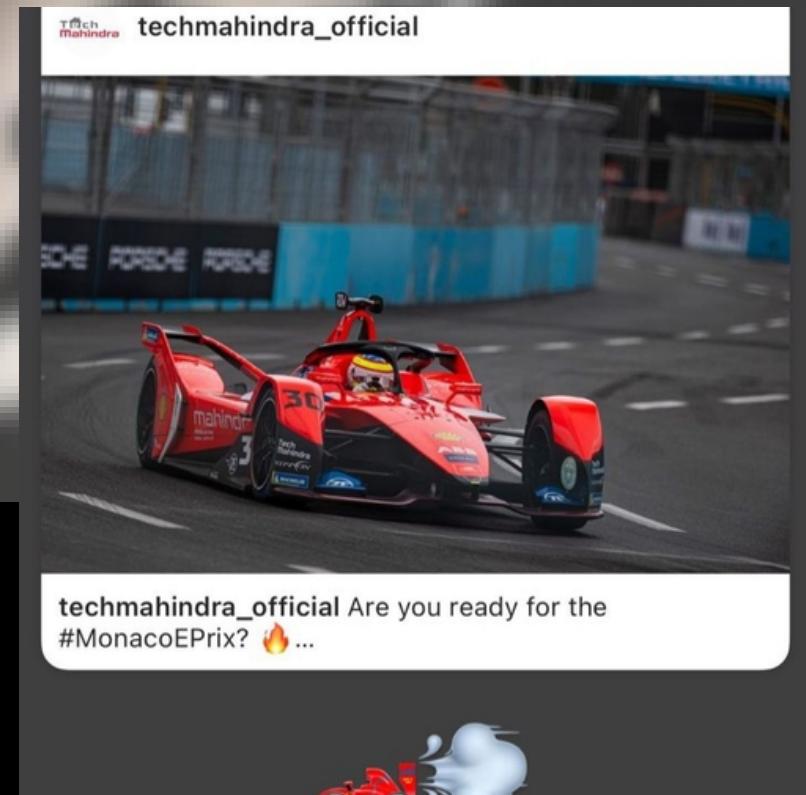
CONTENT CREATION AND CURATION
(POST CREATIONS, DESIGNS/VIDEO
EDITING, AD CAMPAIGNS OVER
SOCIAL MEDIA AND EMAIL IDEATION
AND CREATION).

POST CREATION



Creating a post refers to the process of developing and publishing content on various platforms, such as social media, blogs, or forums. Remember that the post creation process may vary depending on the platform and your specific goals. Each platform has its own set of best practices and formats, so be sure to tailor your content accordingly. Stay consistent in your posting frequency and continue to learn from your analytics to improve your future posts.

INSTAGRAM STORIES



Instagram Stories are a popular feature on the Instagram platform that allows users to share photos, videos, and other content in a slideshow format. Stories appear at the top of the Instagram app and disappear after 24 hours, making them a temporary and more casual way to share moments with your followers.

INSIGHT TOOL ANALYSE

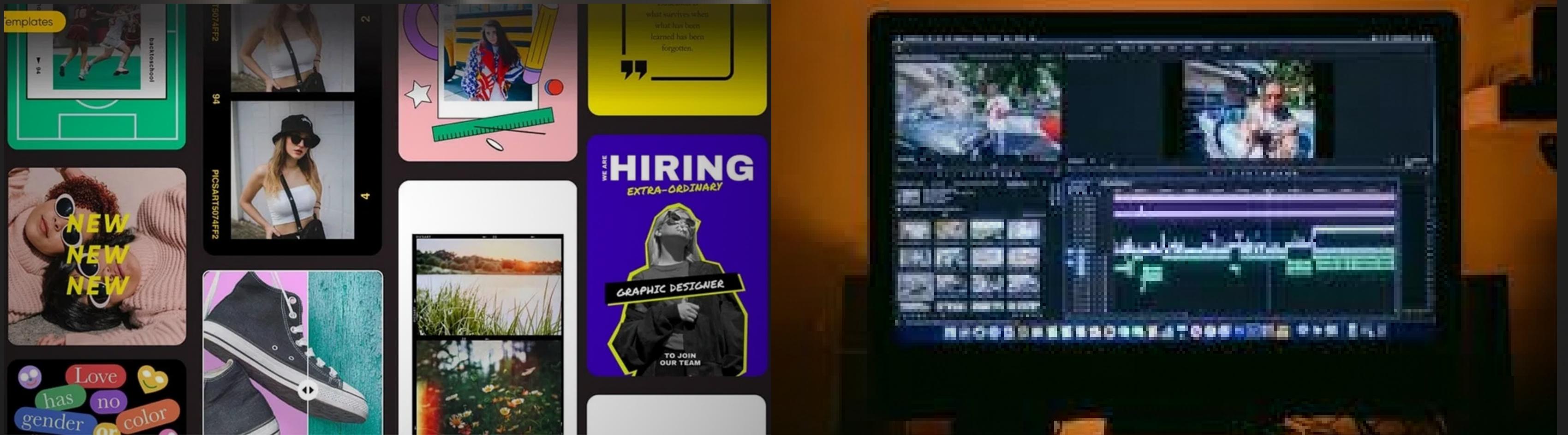
An insight tool analysis typically refers to the process of using various data analysis tools and platforms to gain valuable insights and information from data sets.



DESIGNS/VIDEO EDITING



Design and video editing are two separate but closely related disciplines that involve creating and manipulating visual content. Both are essential skills used in various fields, including graphic design, marketing, filmmaking, advertising, and social media content creation.



SOCIAL MEDIA AD CAMPAIGNS



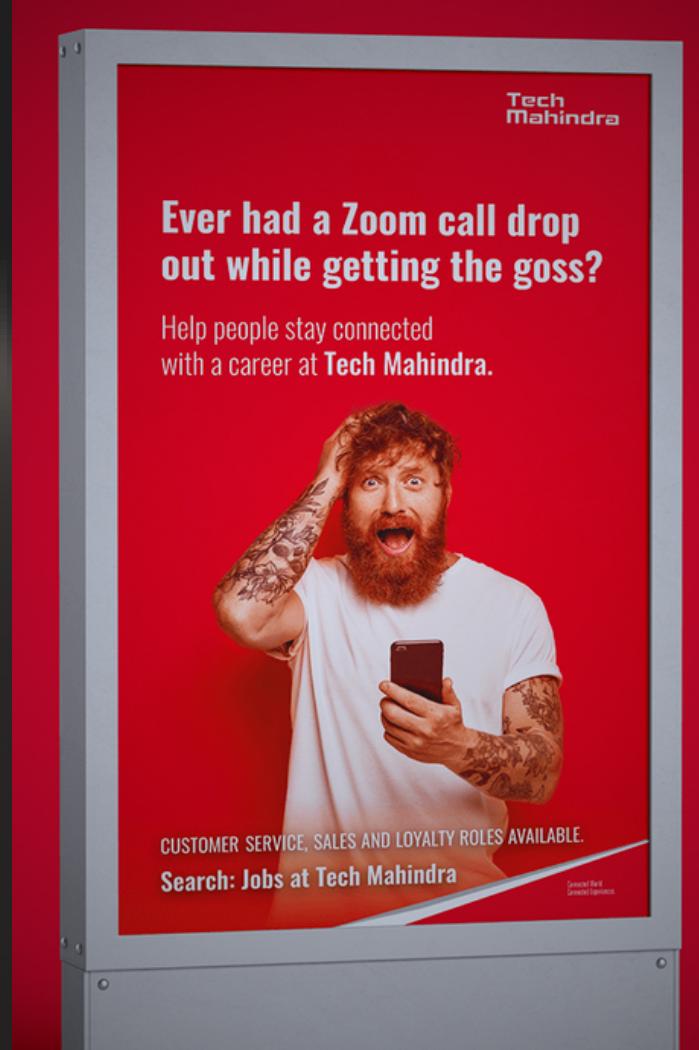
Social media ad campaigns are targeted marketing initiatives that use various social media platforms to promote products, services, events, or brands to a specific audience. These campaigns leverage the vast user base and sophisticated targeting options of social media platforms to reach potential customers effectively.



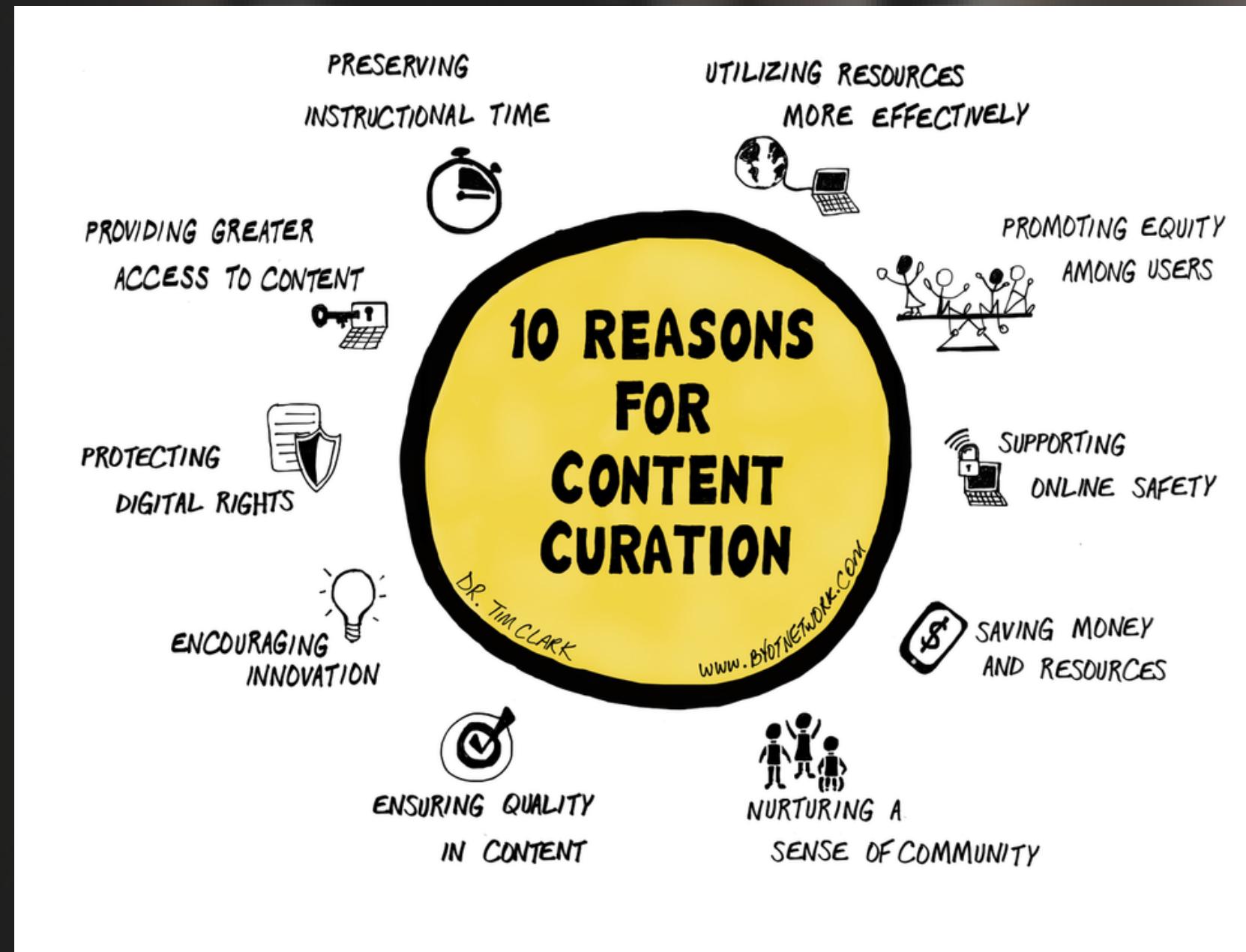
EMAIL AD CAMPAIGNS



Email ad campaigns, also known as email marketing campaigns, involve sending promotional messages, offers, or updates to a targeted list of recipients via email. This form of marketing allows businesses to reach their audience directly and nurture relationships with potential and existing customers.



CONTENT CREATION AND CURATION



CONTENT CREATION AND CURATION



Content creation and curation are essential aspects of digital marketing and online communication. As content creators, we aim to produce valuable, engaging, and relevant content to connect with our audience and achieve specific goals. Here's a reflection on the content creation and curation process, along with some challenges faced and lessons learned:

1. Understanding Audience Needs: One of the primary challenges is understanding the needs, preferences, and pain points of the target audience. Creating content that resonates with them requires research and data analysis. Regularly engaging with the audience through comments and feedback helps identify what type of content they find valuable.

Lesson Learned: Regularly conduct audience research and surveys to gain insights into their preferences. Use analytics to measure the performance of different content types and adjust the strategy accordingly.

2. Consistency and Scheduling: Maintaining a consistent content schedule can be challenging, especially when juggling multiple platforms and topics. Ensuring a steady flow of quality content without compromising on its relevance and value is crucial.

Lesson Learned: Develop a content calendar and plan in advance to stay organized. Automate scheduling using tools like Hootsuite or Buffer to maintain consistency.

CONTENT CREATION AND CURATION



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3. Creating Engaging Visuals: Crafting visually appealing content can be time-consuming and requires design skills. Visuals play a crucial role in capturing the audience's attention and conveying messages effectively.

Lesson Learned: Invest in design tools or collaborate with graphic designers to create captivating visuals. Use templates and brand guidelines to maintain consistency in the visual identity.

4. Content Originality: With so much content available online, standing out and offering original insights can be a challenge. Replicating existing content without adding value can result in disengagement.

Lesson Learned: Prioritize originality and authenticity in content creation. Focus on sharing unique perspectives, personal experiences, and valuable insights that differentiate your content from others.

5. Balancing Quantity and Quality: Striking a balance between producing a high volume of content and maintaining its quality can be tough. Rushing content creation may lead to errors or lack of depth.

Lesson Learned: Prioritize quality over quantity. While consistency is essential, ensure each piece of content provides genuine value to the audience.

CONTENT CREATION AND CURATION



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6. Curating Relevance: When curating content from external sources, finding high-quality and relevant content that aligns with your brand message can be a challenge.

Lesson Learned: Curate content from trusted sources, and thoroughly review the material before sharing. Always credit the original creators and provide proper attribution.

7. Adapting to Platform Changes: Social media algorithms and platform policies frequently change, impacting content reach and visibility.

Lesson Learned: Stay updated with platform changes and adjust content strategies accordingly. Diversify content distribution across multiple platforms to reduce reliance on a single platform.

8. Learning from Analytics: Understanding content performance through analytics is vital for improvement. However, it can be overwhelming to interpret data and identify actionable insights.

Lesson Learned: Invest time in learning about analytics tools and metrics relevant to your goals. Use data to make informed decisions about content optimization.

DIGITAL
MARKETING

THANK YOU