

DIGITAL MARKETING

INTERNSHIP COMPRESSIVE DIGITAL MARKETING FOR TECH MAHINDRA

PROJECT REPORT ON TECH MAHINDRA UNDER THE ESTEEMED GUIDANCE
OF

K.RATNA KUMARI MADAM

PRESENTED BY

KETHA HIMANTH KUMAR

H.NO.213888200044

SRI VASAVI DEGREE COLLEGE

TEAM MEMBER :

NAME: KETHA HIMANTH KUMAR

E.MAIL : himanthketha7528@gmail.com

REG NO : 213888200044

PH.NO : 8367447528



TEAM LEADWR:



NAME: GUDUPU LAKSHMI SRINIVAS

E.MAIL : gudupulakshmisrinivas1403@gmail.com

REG NO : 213888200030

PH.NO : 9885149266

TEAM MEMBER 1



NAME: KETHA HIMANTH KUMAR

E.MAIL : himanthketha7528@gmail.com

REG NO : 213888200044

PH.NO : 8367447528

TEAM MEMBER 2



NAME : KANNIBOYENA MOHAN RAJU

E.MAIL :

rajurockstarrajurockstar9@gmail.com

REG NO : 213888200037

PH.NO : 9704348769

TEAM MEMBER 3



NAME : VILLURI SIVA DURGA

E.MAIL : shivavilluri931@gmail.com

REG NO : 213888200087

PH NO : 7989910962

TEAM MEMBER 4



NAME : YERRA SRINIVAS

E.MAIL : yarrasrinivas1122@gmail.com

REG NO : 213888200089

PH NO : 6281098337

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TECH MAHINDRA

ADHIKAVI NANNAYA UNIVERSITY

Team Leader : Gudupu Lakshmi Srinivas

- 1.Team member : Kanniboyena Mohan Raju
- 2.Team member : Villuri Siva Durga
- 3.Team member : Ketha Himanth Kumar
- 4.Team member : Yerra Srinivas

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

- Research Brand:

Mission/Values:

USP:

Analyze Brand Tone and Identity:

Set 4 SMART goals and KPIs for the same:

Tech Mahindra Brand study

Mission&Values:

Our culture rests upon a set of core values that guide our actions, both personal and corporate. Our core values - good corporate citizenship, professionalism, quality focus, customer-first, and dignity of the individual - inspire our associates to achieve our core purpose.

Unique selling proposition:

Tech Mahindra's unique selling proposition (USP) lies in its comprehensive suite of digital transformation services tailored for various industries, innovative solutions powered by emerging technologies like AI and IoT, and its focus on customer-centricity, delivering value through agility and efficiency.

Tech Mahindra Brand study (Brand Tone & KPI)

Brand tone:

Tech Mahindra's brand tone is professional, innovative, and forward-thinking. It focuses on solutions-oriented communication, emphasizing technological expertise, reliability, and customer-centricity. They often use language that conveys agility, adaptability, and a commitment to driving digital transformation for their clients.

KPI:

Key Performance Indicators (KPIs) for Tech Mahindra, like for many companies, would likely include metrics such as:

Revenue Growth: Tracking the company's growth in revenue over time.

Profit Margin: Assessing the profitability of the company's operations.

Customer Satisfaction: Measuring how satisfied clients are with the services provided.

Employee Satisfaction: Monitoring employee engagement and satisfaction levels.

Buyer/Audience Persona

Name: Reenu

Demographics:

Age: 22

Gender: Female

Occupation: Software Employee, Housemaker

Income: 8-10Lakhs per annum

Psychographics:

Values: Discipline, Teamwork and Motivate

Interests: Self care, Reading Books.

Location: Cities are in India

Lifestyle: Busy professional with a Software work

Work schedule values : friendly working conditions with high freedom.

Goals:

Aiming to achieve carbon neutrality by 2030 and net zero by 2035, Tech Mahindra has made an ambitious target to increase renewable energy in its energy mix by 50% by 2025 and 90% by 2030. Additionally, the business has committed to SBTi net zero targets and is in the process of a target review and approval. 1 Nov 2023

Challenges:

Network Coverage and throughput challenges

- Increase demand in homes and change in time-based network demands.

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

Competitor Analysis: Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication and conduct SWOT analysis

Competitor 1:

Competitor 2:

Competitor 3:

Competitor 1: WIPRO

USP:

Wipro's unique selling proposition (USP) lies in its ability to provide end-to-end IT services and solutions, leveraging its expertise in digital technology, consulting, and business process services. Additionally, Wipro is known for its focus on innovation, sustainability, and client-centric approach, setting it apart in the competitive IT services industry.

Online Communication:

Wipro's online communication strategy encompasses various channels such as its website, social media platforms, email newsletters, and webinars. They utilize these channels to engage with clients, share industry insights, announce product updates, and showcase their thought leadership in the IT services space. Additionally, Wipro often employs digital marketing campaigns to reach a wider audience and promote its services and solutions.

SWOT:

Strengths:

- 1.Diverse service portfolio:** Wipro offers a wide range of IT services, including digital transformation, consulting, and business process outsourcing, providing comprehensive solutions to clients.
- 2.Global presence:** Wipro has a strong global presence with operations in over 60 countries, enabling it to serve a diverse client base across various industries.
- 3.Strong brand reputation:** Wipro is recognized as a reputable IT services provider, known for its quality delivery, innovation, and client-centric approach.
- 4.Strategic partnerships:** Wipro has formed strategic partnerships with leading technology companies, enhancing its capabilities and expanding its market reach.

Weaknesses:

- 1.Dependence on outsourcing:** Wipro's revenue is heavily dependent on outsourcing contracts, which exposes it to risks associated with economic downturns and regulatory changes.
- 2.Limited product offerings:** Compared to some competitors, Wipro has a relatively limited portfolio of proprietary products, which may impact its ability to capture new market opportunities.
- 3.Margin pressure:** Intense competition in the IT services industry may lead to pricing pressure and lower profit margins for Wipro.

swot:

Opportunities:

- 1.Digital transformation:** The increasing demand for digital transformation services presents significant growth opportunities for Wipro, especially in areas such as cloud computing, analytics, and cybersecurity.
- 2.merging markets:** Wipro can further expand its presence in emerging markets, where there is growing demand for IT services and technological solutions.
- 3.Strategic acquisitions:** Wipro can pursue strategic acquisitions to enhance its capabilities, enter new markets, and diversify its service offerings.

Threats:

- Intense competition:** Wipro faces intense competition from both established IT services companies and emerging startups, which may impact its market share and pricing power.
- Rapid technological changes:** The rapid pace of technological change poses a challenge for Wipro in terms of staying abreast of new developments and continuously evolving its offerings.
- Economic downturns:** Economic downturns and geopolitical uncertainties can impact Wipro's clients' spending on IT services, potentially leading to reduced demand and revenue.

Competitor 2: INFOSYS

USP:

Infosys's unique selling proposition (USP) lies in its comprehensive range of IT services, including consulting, technology, and outsourcing solutions. It's known for its focus on innovation, quality, and client-centric approach. Additionally, Infosys has a strong global presence and a reputation for delivering value to its clients through cutting-edge technologies and deep industry expertise.

Online Communication:

Infosys leverages various online communication channels to engage with clients, employees, and stakeholders. This includes corporate websites, social media platforms, webinars, virtual events, email newsletters, and online collaboration tools. They utilize these channels to share company updates, industry insights, thought leadership content, and to facilitate seamless communication and collaboration across geographies.

SWOT:

Strengths:

- 1.Strong brand reputation and global presence.
- 2.Extensive experience and expertise in IT services and consulting.
- 3.Robust client base across various industries.
- 4.Focus on innovation and technology adoption.
- 5.Skilled workforce and talent retention strategies.

Weaknesses:

- 1.Dependency on outsourcing model may lead to challenges in cost competitiveness.
- 2.Vulnerability to fluctuations in currency exchange rates.
- 3.Reliance on a few key markets for a significant portion of revenue.
- 4.Limited presence in emerging technologies compared to some competitors.

SWOT:

Opportunities:

Growth opportunities in emerging markets and industries.

Expansion of digital transformation services.

Increasing demand for cloud computing, AI, and cybersecurity solutions.

Strategic partnerships and acquisitions to enhance capabilities.

Leveraging data analytics for better business insights and decision-making.

Threats:

Intense competition from both established players and emerging startups.

Regulatory changes and compliance requirements in different regions.

Rapid technological advancements leading to potential obsolescence of existing services.

Economic uncertainties and geopolitical tensions impacting global business environment.

Talent retention challenges in a highly competitive market.

Competitor 3:

TATA CONSULTANCY SERVICES

USP:

Global Presence: TCS operates in over 46 countries, serving clients across various industries and geographies. Its extensive global footprint allows it to offer localized services and support to clients worldwide.

Deep Industry Expertise: TCS has a strong focus on industry-specific solutions, leveraging its deep domain expertise across sectors such as banking, finance, healthcare, retail, and manufacturing. This allows TCS to deliver tailored solutions that meet the unique needs of each industry.

Online communication:

Online communication refers to any form of communication conducted over the internet or through digital devices. This can include emails, instant messaging, social media, video calls, and more. It's become increasingly common in both personal and professional settings due to its convenience and accessibility.

SWOT:

Strengths:

Global Presence: Tech Mahindra operates in over 90 countries, providing a wide geographic reach.

Diversified Portfolio: The company offers a range of services including IT consulting, software development, and business process outsourcing.

Strategic Partnerships: Collaborations with leading technology firms enhance Tech Mahindra's capabilities and market positioning.

Weaknesses:

Dependence on Telecom Sector: Tech Mahindra's significant exposure to the telecom industry poses risks due to market fluctuations and regulatory challenges.

Limited Product Differentiation: Intense competition in the IT services market requires Tech Mahindra to continuously innovate to stand out.

Reliance on Outsourced Workforce: A substantial portion of Tech Mahindra's workforce is based in low-cost locations, which may impact service quality and client satisfaction.

SWOT:

Opportunities:

Digital Transformation: Growing demand for digital solutions presents opportunities for Tech Mahindra to expand its offerings and capture new markets.

Emerging Technologies: Investments in areas like AI, IoT, and blockchain enable Tech Mahindra to capitalize on emerging trends and meet evolving client needs.

Strategic Acquisitions: Acquiring niche technology firms can complement Tech Mahindra's capabilities and accelerate growth in specific market segments.

Threats:

Intense Competition: Tech Mahindra faces competition from global IT giants as well as smaller, niche players, which could impact market share and pricing.

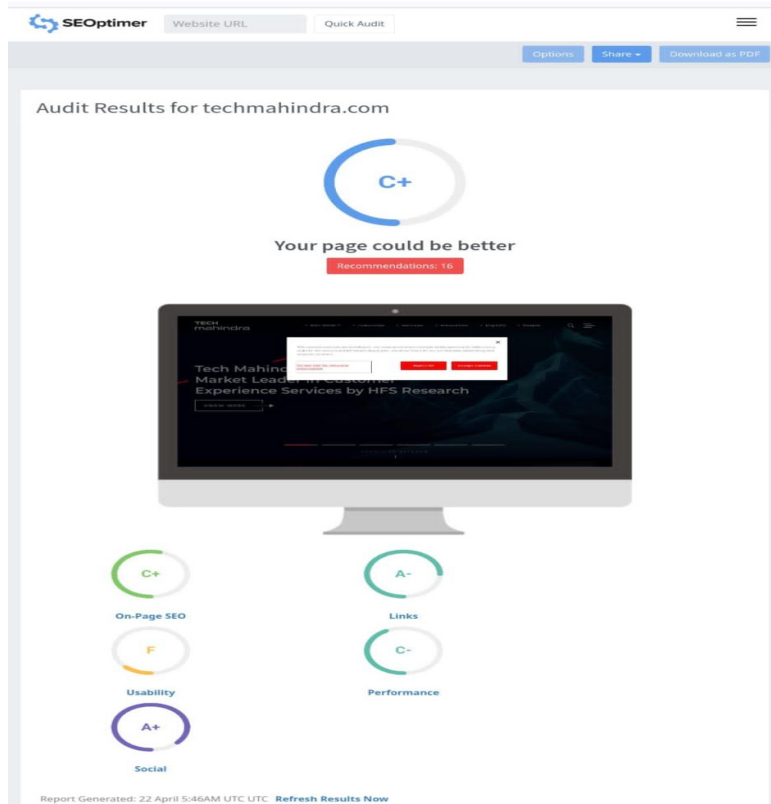
Rapid Technological Changes: The fast-paced nature of technology evolution requires Tech Mahindra to continuously adapt and invest in upskilling its workforce.

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 (SEMrush or Moz Keyword Explorer), Analyze 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

SEO AUDIT



Performing an SEO audit for Tech Mahindra involves assessing various aspects like website structure, content quality, keyword optimization, backlink profile, and technical SEO elements. It's crucial to analyze how well the website aligns with SEO best practices and identify areas for improvement to enhance organic search visibility and performance.

SEO AUDIT

Recommendations		
Toggle:	On-Page SEO Links Other Social Performance Usability	
Include a meta description tag	On-Page SEO	High Priority
Reduce your total page file size	Performance	Medium Priority
Implement a robots.txt file	On-Page SEO	Medium Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Local Business Schema	Other	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority

Some recommendations for improving SEO for Tech Mahindra could include:

Keyword Optimization: Ensure that relevant keywords are strategically incorporated into website content, meta tags, headings, and URLs to improve organic search rankings.

Quality Content: Create high-quality, informative, and engaging content that addresses the needs and interests of the target audience. Regularly update and refresh content to keep it relevant and valuable.

Mobile Optimization: Optimize the website for mobile devices to provide a seamless user experience and improve mobile search rankings. This includes responsive design, fast loading times, and mobile-friendly navigation.

KEYWORD AND RESEARCH

TM Domain report for www.techmahindra.com/en-in
"Tech Mahindra | Connected World, Connected Experiences"

< Send keywords to Search

Backlinks ① 339.4k	Ref. Doms ① 4,024	Cit. Flow ① 42 % Fair	Trust Flow ① 59 % Fair	Difficulty ① 53 % Fair
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Driving traffic Rising keywords Popular keywords

Up to 11865 more keywords available.
Top 50 keywords driving traffic to 'www.techmahindra.com/en-in'

SAVE EXPORT REMOVE...

+ Clicks... + Clicks Change... + Rank... + Rank Change...
+ Volume... + Competition... + Is Question...

<input type="checkbox"/> Keyword	Clicks ①	Clicks Change ①	Rank ①
<input type="checkbox"/> tech mahindra	1,500	0	1
<input type="checkbox"/> mahindra	380	▲ 40	8
<input type="checkbox"/> tech	290	▼ 30	33
<input type="checkbox"/> techmahindra	195	0	1
<input type="checkbox"/> tech m	180	0	1
<input type="checkbox"/> tech mahindra careers	135	0	1
<input type="checkbox"/> techm	110	0	1
<input type="checkbox"/> twingo tech mahindra	105	0	1
<input type="checkbox"/> techm webmail	90	0	1
<input type="checkbox"/> anand mahindra	75	▼ 15	5
<input type="checkbox"/> tech mahindra americas	60	0	1
<input type="checkbox"/> tech mahindra logo	44	0	1
<input type="checkbox"/> outlook office 365 email tec...	40	0	2
<input type="checkbox"/> mahindra india	36	▼ 19	8
<input type="checkbox"/> tech mahindra hyderabad	36	0	1
<input type="checkbox"/> techmahindra outlook	36	0	1

Keyword research for Tech Mahindra should focus on identifying terms and phrases relevant to its products, services, industry, and target audience. Here's a general approach:

Industry Terminology: Identify common industry terms and jargon related to IT services, consulting, outsourcing, technology solutions, etc. This could include terms like "IT consulting", "digital transformation", "cloud services", etc.

Branded Keywords: Include branded terms such as "Tech Mahindra", "Tech M", and variations to capture traffic from users specifically searching for the company.

On Page Optimization

On-page optimization for Tech Mahindra's website involves optimizing individual web pages to improve their search engine visibility and relevance. Here are some key aspects to focus on:

Title Tags: Ensure each page has a unique, descriptive title tag that accurately summarizes the content and includes relevant keywords. Keep titles concise (around 50-60 characters) to ensure they display properly in search results.

Meta Description : Write compelling meta descriptions for each page, providing a concise summary of the content and encouraging users to click through. While meta descriptions don't directly impact rankings, they can influence click-through rates.

Header Tags: Use header tags (H1, H2, H3, etc.) to structure content logically and improve readability. Include target keywords in H1 tags where appropriate and use H2-H6 tags to organize subheadings and sections.

URL Structure: Create SEO-friendly URLs that are descriptive, concise, and include relevant keywords. Avoid using generic URLs or long strings of numbers and characters.

On Page Optimization (Content Optimization)

Content optimization is crucial for on-page SEO. Here's how Tech Mahindra can optimize its website content effectively:

Keyword Research: Start by identifying relevant keywords related to Tech Mahindra's products, services, and industry. Use keyword research tools to find high-volume keywords with moderate competition and incorporate them naturally into the content.

Quality Content Creation: Develop high-quality, informative, and engaging content that meets the needs of the target audience. Content should be well-written, comprehensive, and provide value to users. Consider creating different types of content, including blog posts, articles, case studies, whitepapers, and videos.

Content Structure: Organize content with clear headings and subheadings (using H1, H2, H3 tags) to improve readability and help search engines understand the structure of the page. Use bullet points, numbered lists, and short paragraphs to break up text and make it easier to digest.

Keyword Placement: Incorporate target keywords naturally throughout the content, including in the title, headings, meta tags, and body text. Avoid keyword stuffing, as it can negatively impact user experience and result in penalties from search engines.

Optimize Meta Tags: Write compelling meta titles and descriptions that accurately summarize the content and include relevant keywords. Meta tags should be unique for each page and encourage users to click through from search results.

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

Challenges:

Data Accessibility: Gathering comprehensive data about market competitors, market trends, and consumer preferences proved challenging due to limited accessibility to relevant sources. Some information may not have been publicly available or easily accessible, making it difficult to conduct thorough research and analysis.

Competitive Landscape Complexity: Analyzing the competitive landscape for including other brands and related industries, posed a challenge due to the complexity of the market. Understanding the strategies, positioning, and market share of competitors required thorough research and data

Key Insights:

Consumer Preferences and Trends: Despite data accessibility challenges, keyword research provided valuable insights into consumer preferences, trends, and behaviors related to market. Analyzing search queries and keyword trends helped identify popular topics, interests, and questions among markets target audience, informing content creation and marketing strategies.

Product Optimization Opportunities: Keyword research revealed opportunities for optimizing s product descriptions, meta tags, and website content to improve search engine visibility and attract organic traffic. Identifying high-volume, low-competition keywords related to sotware allowed for targeted optimization efforts to enhance online presence and reach.

Part 3: Content Ideas and Marketing Strategies

Content Idea Generation & Strategy: Create a content calendar for the remaining month of April

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 only for the post and story

mentioned in the calendar.

Content Calendar for the month of July



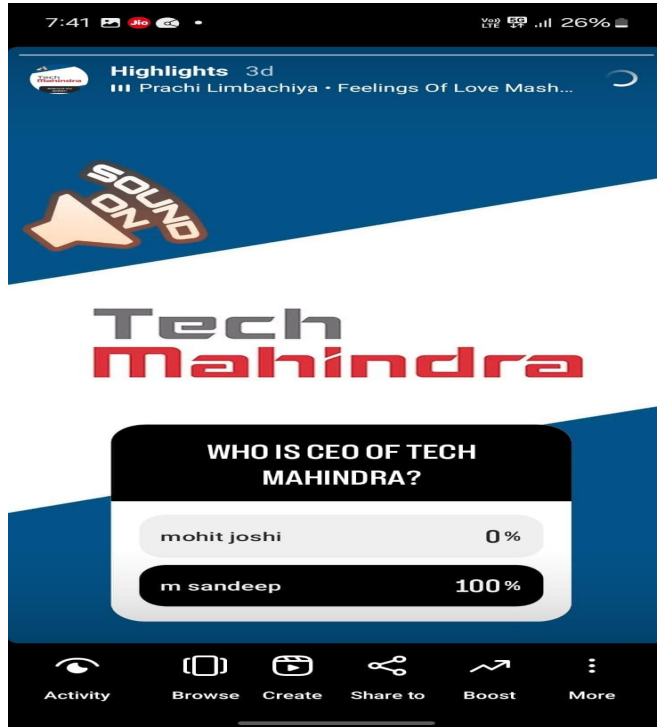
July 1, National Doctor's Day
July 1, National Chartered Accountant Day
July 7, World Chocolate Day
July 11, World Population Day
July 15, World Youth Skills Day
July 17, World Emoji Day
July 18, World Nelson Mandela Day
July 22, World Mango Day
July 30, International Friendship Day



JULY 2024						
S	M	T	W	T	F	S
	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			

2024 Social Media Calendar for India

Strategy, Aim and the Idea behind this story



Strategy:

Craft a compelling narrative that showcases Tech Mahindra's journey from its inception to its current position as a global leader in digital transformation and IT services.

Highlight key milestones, achievements, and innovations that have shaped Tech Mahindra's growth and success over the years.

Incorporate elements that demonstrate Tech Mahindra's commitment to innovation, sustainability, and social responsibility.

Aim:

Inspire and educate the audience about Tech Mahindra's history, values, and contributions to the tech industry..

Idea Behind the Story:

Begin with an engaging introduction that captures the essence of Tech Mahindra's mission and vision.

Strategy, Aim and the Idea behind this post



Strategy:

Highlight Tech Mahindra's unique value proposition, such as their innovative solutions, global presence, or commitment to sustainability.

Aim:

Increase brand awareness and recognition for Tech Mahindras.

Drive traffic to Tech Mahindra's website or social media channels.

Attract potential clients, partners, and talent by showcasing the company's achievements and capabilities.

Idea Behind the Post:

Share success stories or case studies highlighting Tech Mahindra's impact on solving complex business challenges.

Part 3: Content Ideas and Marketing Strategies

Content Ideas:

Case Studies: Highlight successful projects and client collaborations to demonstrate Tech Mahindra's expertise and capabilities in solving real-world challenges.

Thought Leadership Articles: Publish articles authored by Tech Mahindra experts on industry trends, emerging technologies, and best practices to establish thought leadership and credibility.

Solution Briefs: Create concise documents outlining specific solutions and services offered by Tech Mahindra, along with their benefits and use cases.

Industry Reports: Conduct research and analysis to produce industry reports, whitepapers, or e-books addressing key trends, challenges, and opportunities in sectors relevant to Tech Mahindra's business.

How-to Guides and Tutorials: Develop step-by-step guides and tutorials to help clients and prospects navigate complex technology solutions or implement best practices.

Video Content: Produce engaging video content such as product demonstrations, client testimonials, and interviews with industry experts to enrich the content experience and reach a wider audience.

Part 4: Content Creation and Curation

Content Curation:

Identify Relevant Sources: Find reputable sources of industry news, insights, and thought leadership content. This could include industry publications, blogs, research reports, and social media influencers.

Curate Diverse Content Types: Curate a mix of content types, including articles, blog posts, videos, infographics, and podcasts, to cater to different preferences and interests within the target audience.

Filter and Select: Review content from various sources and select pieces that are relevant, insightful, and align with Tech Mahindra's brand values and messaging.

Formation1

Formation2

Formation3

Format 1 - Static Post on Tech Mahindra

Caption:

Empowering innovation and driving digital transformation with Tech Mahindra! 💡 ✨

HASTAGS:

#TechMahindra

#Innovation

#DigitalTransformation

#TechLeaders

#FutureReady”



Format 2 - Reel Post on Tech Mahindra

Caption:

"Innovation in motion with @TechMahindraLtd 🚀"

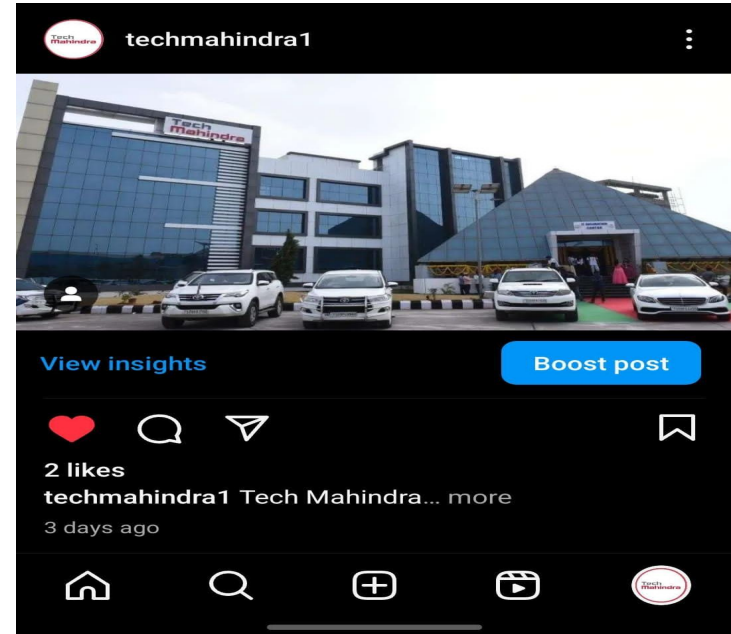
"Transforming the future, one byte at a time 💻
#TechMahindra"

"Unlocking possibilities with tech pioneers
@TechMahindraLtd 🔓"

"Join the digital revolution with @TechMahindraLtd as we
redefine the future 🌐"

HASTAGS:

#TechMahindra
#TechInnovation
#DigitalTransformation
#TechLeaders
#InnovateWithTech



Format 3 - Carousel Post on Tech Mahindra

Captions:

"Unlocking endless possibilities with Tech Mahindra."

"Leading the way in digital innovation."

"Collaborating to create a smarter, connected world."

Hashtags:

#TechMahindra

#DigitalTransformation

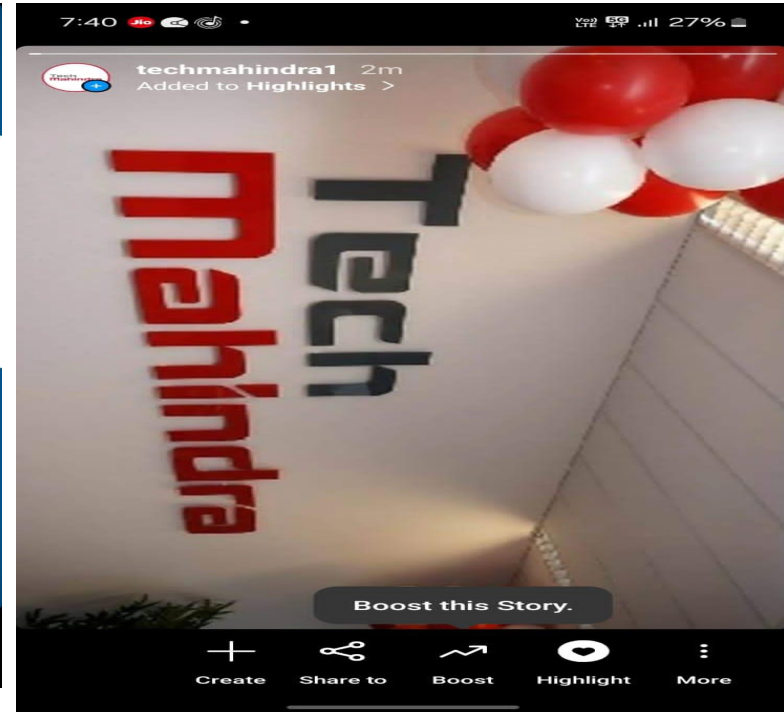
#Innovation

#TechInnovations



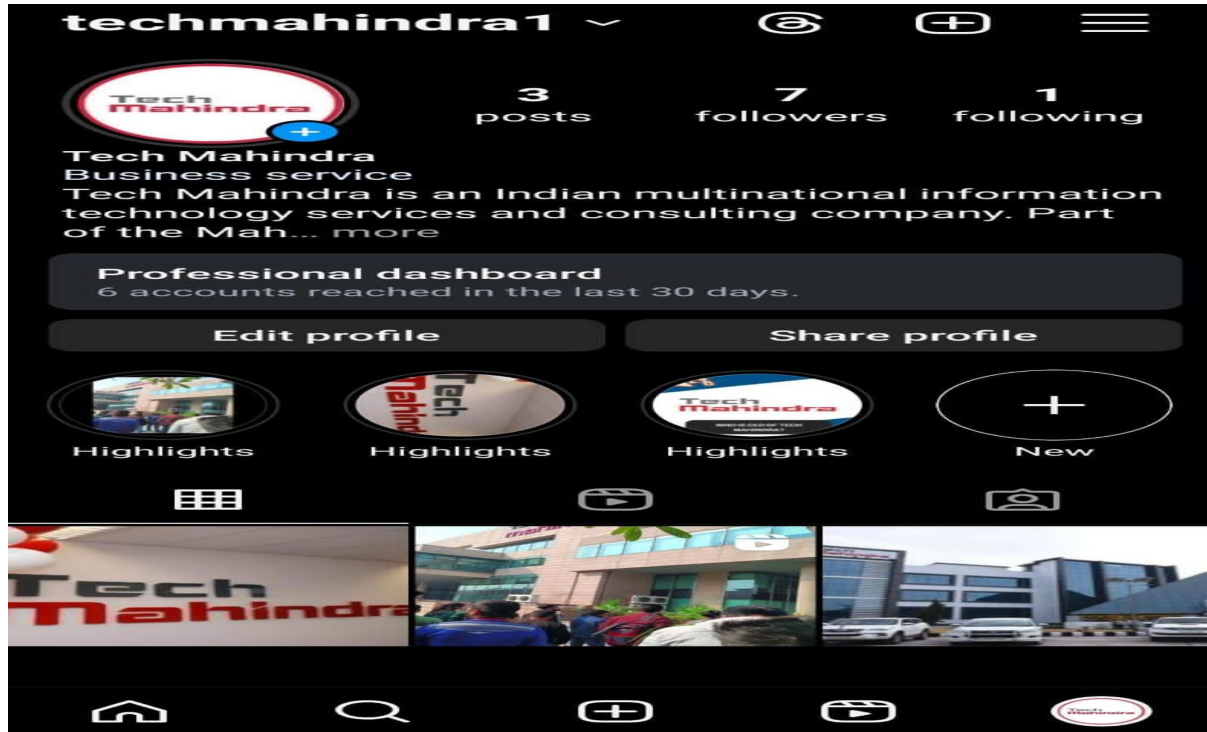
Screenshots of Story.

<https://www.instagram.com/techmahindra1?igsh=MWZsaHp0MnhuODIibQ==>



Highlights for Story.

<https://www.instagram.com/techmahindra1?igsh=MWZsaHp0MnhuODIibQ==>



Story Insights - Q&A

