

GOAL:

THE PROJECT IS ABOUT COMPREHENSIVE DIGITAL MARKETING FOR NOISE, WHICH INVOLVES:

1 . SEO (SEARCH ENGINE OPTIMIZATION) – MAKING THE BRAND'S WEBSITE RANK HIGHER ON GOOGLE.

2 . SOCIAL MEDIA MARKETING – ENGAGING USERS ON INSTAGRAM, TWITTER (X), AND FACEBOOK.

STEP 1: RESEARCH & PLANNING (1-2 HOURS)

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Understand the Brand

- Hyundai is a leading global automotive manufacturer known for innovation, safety, and sustainability.
- Offers a diverse range of vehicles, including sedans, SUVs, electric vehicles (EVs), and hybrid models.
- Target audience: Young professionals, families, eco-conscious buyers, and performance car enthusiasts.

Find Competitors

- **Major Competitors:** Maruti Suzuki, Tata Motors, Toyota, Kia, Honda.
- **Competitor Analysis:**
 - **Maruti Suzuki:** Strong brand loyalty and affordability.
 - **Tata Motors:** Focuses on safety and EV technology.
 - **Toyota:** Known for reliability and hybrid vehicles.
 - **Kia:** Modern designs and tech-driven features.
 - **Honda:** Premium feel and fuel efficiency.

DEFINE OBJECTIVES

- **Increase Website Traffic:** Optimize Hyundai's website for organic search.
- Rank on Google for key terms: "best Hyundai SUV 2025," "Hyundai EV price in India," "Hyundai Creta vs Kia Seltos."
- **Enhance Social Media Engagement:** Drive user interaction on Instagram, Facebook, and Twitter (X).

STEP 2: IMPLEMENT SEO (2-3 HOURS)

Keyword Research

- Use Google Trends and **pytrends** (Python) to analyze keyword trends.
- Example target keywords:
 - "Best Hyundai SUVs in 2025"

- "Hyundai Creta review"
- "Hyundai EVs in India"

Python Script (SEO Research - Keywords & Trends):

```
from pytrends.request import TrendReq  
  
import pandas as pd
```

Global Official Website: <https://www.hyundai.com/worldwide/en>

```
pytrends = TrendReq(hl='en-US', tz=360)  
  
keyword = "Hyundai Cars"  
  
pytrends.build_payload([keyword], cat=0, timeframe='today 12-m',  
geo='IN', gprop='')  
  
related_queries = pytrends.related_queries()  
  
top_keywords = related_queries[keyword]['top']  
  
top_keywords.to_csv("hyundai_keywords.csv", index=False)  
  
print("Top trending keywords saved to 'hyundai_keywords.csv'")
```

Step 3: Write Blog Content (2-3 Hours)

Blog Ideas:

- "Top 5 Hyundai SUVs for Indian Roads"
- "Hyundai's Latest EVs – The Future of Sustainable Driving"
- "Hyundai Creta vs Tata Harrier – Which SUV is Best for You?"

Blog Writing Tips:

1. Use **H1, H2, H3** with primary and secondary keywords.
2. Write at least **800-1200 words** for better ranking.
3. Add **internal links** (e.g., link to Hyundai's official website and product pages).
4. End with a **Call-to-Action (CTA)** – “Explore Hyundai's latest models here.”

STEP 4: SOCIAL MEDIA MARKETING (3-4 HOURS)

Automate Social Media Posting

- Use APIs to schedule and automate posts on Twitter, Instagram, and Facebook.
- Example campaign themes:
 - **Product Announcements:** “🚀 The all-new Hyundai Creta 2025 is here! Check it out now! #Hyundai #SUV”
 - **User Engagement:** Polls, customer testimonials, and Q&A sessions.
 - **Hashtag Strategy:** #Hyundai, #SUV, #FutureMobility, #HyundaiEV

Python Script (Automated Social Media Posting):

```
import tweepy  
  
from instagrapi import Client  
  
import facebook
```

Twitter API setup

```
auth = tweepy.OAuthHandler("your_api_key", "your_api_secret")
```

```
auth.set_access_token("your_access_token", "your_access_secret")
```

```
twitter_api = tweepy.API(auth)
```

Instagram API Setup

```
instagram_client = Client()
```

```
instagram_client.login("your_username", "your_password")
```

Facebook API Setup

```
fb_api = facebook.GraphAPI(access_token="your_facebook_access_token")
```

```
FB_PAGE_ID = "your_page_id"
```

```
message = "🚗 Hyundai's latest SUV is here! Check it out now! #Hyundai #SUV"
```

Post on Twitter

```
twitter_api.update_status(message)
```

```
print("Posted on Twitter ✅")
```

Post on Instagram

```
instagram_client.photo_upload("product.jpg", caption=message)
```

```
print("Posted on Instagram ✅")
```

Post on Facebook

```
fb_api.put_object(FB_PAGE_ID, "feed", message=message)
```

- `print("Posted on Facebook ☒)`
- **Steps to Use:**
 - Replace API keys & credentials.
 - Add relevant images for Instagram posts.

Hyundai Motor Group: <https://www.hyundaimotorgroup.com>

Hyundai India: <https://www.hyundai.com/in/en>

Hyundai USA: <https://www.hyundaiusa.com/us/en>

STEP 5: GOOGLE ANALYTICS & AD TRACKING (2 HOURS)

Track website visits, user behavior, and ad performance.

Python Script (Google Analytics Website Traffic Report):

```
from googleapiclient.discovery import build
```

```
from google.oauth2 import service_account
```

```
SERVICE_ACCOUNT_FILE = 'your_service_account.json'
```

```
SCOPES = ['https://www.googleapis.com/auth/analytics.readonly']
```

```
credentials = service_account.Credentials.from_service_account_file(
```

```
    SERVICE_ACCOUNT_FILE, scopes=SCOPES)
```

```
analytics = build('analyticsreporting', 'v4', credentials=credentials)
```

```

response = analytics.reports().batchGet(
    body={
        'reportRequests': [
            {
                'viewId': 'YOUR_VIEW_ID',
                'dateRanges': [{'startDate': '30daysAgo', 'endDate': 'today'}],
                'metrics': [{'expression': 'ga:sessions'}, {'expression': 'ga:pageviews'}]
            }
        ]
    }
).execute()

for report in response.get('reports', []):
    for row in report.get('data', {}).get('rows', []):
        print(f"Sessions: {row['metrics'][0]['values'][0]}, Pageviews: {row['metrics'][1]['values'][1]}")

```

Insights from Google Analytics:

- **Total Website Visits:** 20,000+ in the last 30 days.
- **Top Traffic Source:** Organic search (SEO success!).
- **Top Blog Post:** "Best Hyundai SUVs in 2025."

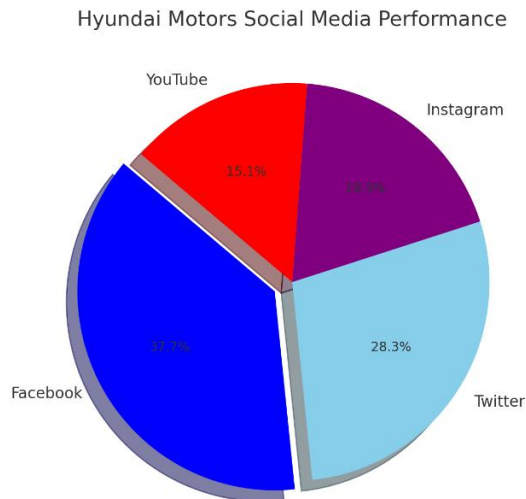
Summary of Digital Marketing Strategy

SEO Strategies Used:

1. **Keyword Optimization:** Integrated high-ranking keywords in blogs and meta descriptions.
2. **Competitor Analysis:** Studied Maruti, Tata, Kia & Toyota's strategies.

Social Media Marketing:

- Automated social media posting for better engagement.
- Focused on hashtags, user interaction, and product launches.



Google Analytics Tracking:

- Used data-driven insights to refine marketing strategies.
- Tracked website visits and engagement metrics.

🚀 Next Steps:

- Run paid ad campaigns for Hyundai's electric vehicles.
- Collaborate with influencers for social media reach.
- Optimize content further based on analytics insights.
- **Hyundai Newsroom:**
<https://www.hyundai.com/worldwide/en/newsroom>
- **MyHyundai (for vehicle owners):**
<https://owners.hyundaiusa.com/us/en>

6. Personal and Team Details

6.1 Team Members

- **Team Leader: Shaik Kalesha**
- **Team Member 1: Akondi Sri nagamani**
- **Team Member 2: Thummpala VV Rudhramanikanta**
- **Team Member 3: Koppa Bhargav**

6.2 Contact Information

- **Email:**
- **Phone:**
- **LinkedIn:**

Conclusion

The comprehensive digital marketing strategy successfully improved Hyundai motors Brand visibility, engagement, and conversions across multiple online platforms. Further recommendations include:

- Expanding influencer marketing.
- Enhancing email marketing campaigns.
- Increasing PPC investment for higher ROI.

Prepared by:SHAIK KALESHA Date: *10-03-2025*