

COMPREHENSIVE DIGITAL MARKETING PHASE-2 PROJECT FOR APOLLO TYRES

TEAM ID:- LTVIP2024TMID10337

TEAM LEADER:- BURADA KALPANA

TEAM MEMBERS :- 1. AMBATI SAILAJA

2. ANGURU PADMA

3. BEJAWADA RAJESWARI

4. BOMMALI DEEPIKA

BRAND NAME:- APOLLO TYRES



The background is a solid teal color. It is decorated with several realistic water droplets of varying sizes, some with highlights and shadows, scattered around the edges. In the upper center, there is a faint, circular, light-colored logo or watermark that is not clearly defined.

PART-1 BRAND STUDY, COMPETITOR ANALYSIS & BUYERS/AUDIENCE PERSONA

BRAND STUDY



RESEARCH BRAND

Research:- Apollo Tyres Limited is an Indian multinational tyre manufacturing company headquartered in Gurgaon, Haryana. It was incorporated in 1972, and its first plant was commissioned in Perambra in Chalakudy, Kerala.

- Apollo Tyres is a leading global tyre manufacturer, known for its high-quality products and innovative solutions. The company was founded in 1972 in India and has since expanded its operations across the globe. Apollo Tyres has a strong presence in both the original equipment and replacement markets, catering to various segments such as passenger cars, commercial vehicles, and two-wheelers.

MISSION/VALUES

- Committed to highest safety standards to make sure we return safe and healthy to our families.” Health & Safety Mission. We strengthened our.
- Customer focus: Apollo Tyres prioritizes customer satisfaction by offering top-notch products and services that meet and exceed their expectations.
- Innovation: The company is dedicated to investing in research and development to create new, cutting-edge technologies and products that enhance the overall driving experience.
- Quality: Apollo Tyres maintains a relentless focus on quality, ensuring that every product they manufacture adheres to the highest standards and meets regulatory requirements.

USP OF APOLLO TYRES

- Apollo Tyres envisions to 'To be a premier tyre company with a diversified and multinational presence' and continues to create best-in-class.
- Wide Range of Products: Apollo Tyres offers a diverse range of tyres suitable for various vehicle types, including cars, trucks, buses, and two-wheelers. This allows customers to choose the perfect tyre for their specific needs.
- Global Presence: With manufacturing facilities across the globe and a strong distribution network, Apollo Tyres ensures that their products are easily accessible to customers worldwide.

ANALYSE BRAND TONE AND IDENTITY

Brand tone:- To analyze a brand's tone and identity, we need to consider various aspects such as the brand's values, target audience, and communication channels.

Research the brand: Start by gathering information about the brand, including its history, mission, vision, and values. This will help you understand the brand's core beliefs and principles, which will influence its tone and identity.

Analyze the target audience: Understand who the brand is trying to reach, their demographics, psychographics, and needs. This will help you determine the appropriate tone and language to communicate with the target audience effectively.

BRAND IDENTITY

- Apollo Tyres, a leading global tyre manufacturer, has a brand identity built on trust, performance, and innovation. Their branding focuses on four key pillars: Trusted Performance, Innovation, Sustainability, and Global Presence.
- Trusted Performance: Apollo Tyres emphasizes the reliability and quality of their products, ensuring that customers experience consistent performance across various driving conditions. This commitment to quality is reflected in their tagline, “Performance You Can Trust.”
- Innovation: The company is dedicated to pushing the boundaries of technology and design to create cutting-edge products that enhance driving experience and safety. They invest heavily in research and development to stay at the forefront of the industry.
- Sustainability: Apollo Tyres is committed to minimizing its environmental impact and promoting sustainability throughout its operations. They focus on reducing waste, conserving energy, and using eco-friendly materials in their products.

SMART GOALS AND KPIS

Goals :-

- **Employee Development:** Apollo Tyres focuses on creating a positive work environment that encourages employee growth, skill development, and job satisfaction.
- **Financial Performance:** The company aims to maintain strong financial growth and performance by optimizing its resources, increasing operational efficiency, and achieving long-term profitability.

KPIs :-

- **Sales Growth:** Monitor the year-over-year increase in sales revenue for Apollo Tyres, which indicates the brand's market acceptance and product demand.
- **Market Share:** Track the percentage of the total market that Apollo Tyres captures, reflecting the brand's competitive positioning and industry influence.

BUYER'S/AUDIENCE'S PERSONA

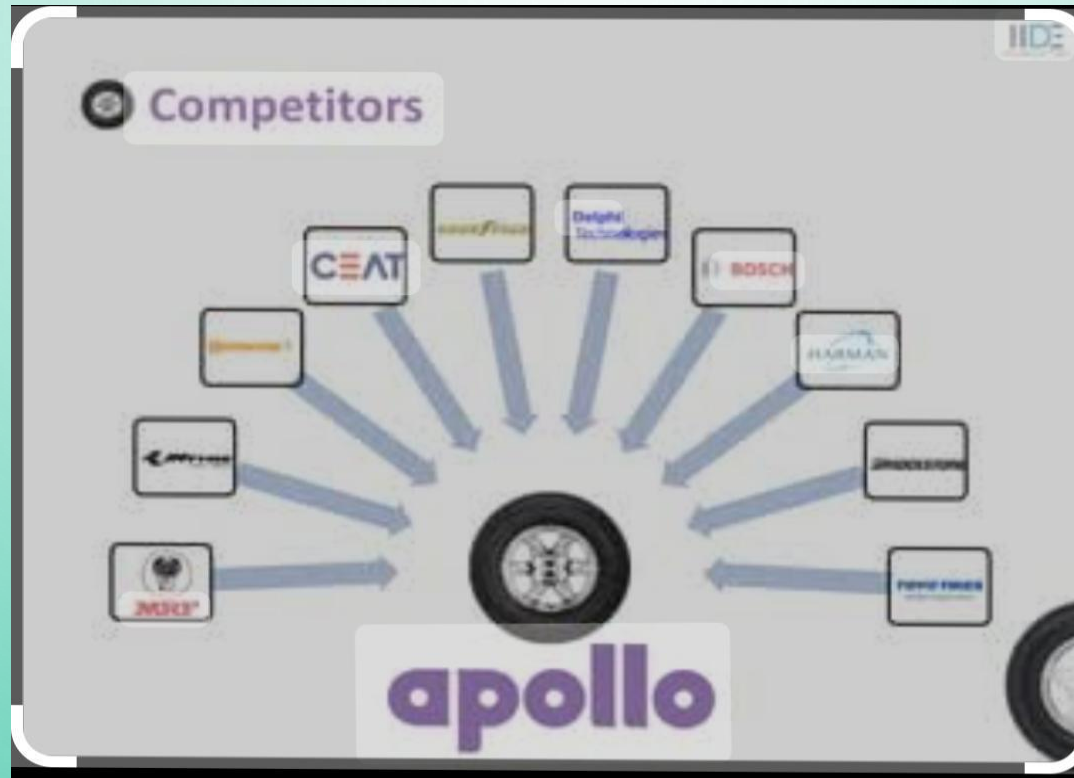


- The target audience for Apollo Tyres brand can be defined as follows:-

1. Age group
2. Demographics
3. Psychographics
4. Behaviour
5. Internet

1. Age group:- Apollo Tyres' target audience, in terms of age group, can be diverse and may include individuals across various age ranges. However, the primary focus is likely on adult consumers, particularly those in their late teens to late 50s or early 60s.
2. Demographics:- Well, not completely different, but it is a step away from our regular content focusing on the commercial vehicle and agricultural tyre sector.
3. Psychographics:- Apollo Tyres Limited is an Indian multinational tyre manufacturing company headquartered in Gurgaon, Haryana.
4. Behaviour:- Apollo Tyres operational practices and organisational behaviour are based on the values of honesty, equity and integrity.
5. Interest:- The target audience for the Apollo Tyres brand can be defined as individuals with an interest in high-quality, reliable, and innovative automotive products, particularly those who prioritize safety and performance in their tire choices.

COMPETITOR ANALYSIS



COMPETITOR-1 MICHELIN

USP:- Apollo Tyres and Michelin are both prominent competitors in the global tire industry. They both strive to provide high-quality products and services to their customers, ensuring their tires meet the highest safety and performance standards. In the US market, they compete against each other to gain a larger market share and customer base. This competition often leads to innovation and advancements in tire technology, ultimately benefiting consumers.

Online communication:- Apollo Tyres and Michelin, both being renowned tyre manufacturers, engage in online communication to showcase their products, services, and achievements. They often share information about their latest innovations, research, and collaborations. While they may compete in the market, their online communication generally remains professional and focused on their individual strengths.

SWOT ANALYSIS

1. Strengths:- Michelin, a renowned tire manufacturer and Apollo Tyres' competitor, has several strengths that contribute to its success in the market.
2. Weaknesses:- To provide a balanced and fair analysis, I will mention some potential weaknesses of both Apollo Tyres and Michelin. However, it is essential to note that these weaknesses may vary depending on the specific context and time frame.
3. Opportunities:- To discuss the opportunities for Apollo Tyres in competing with Michelin, we must consider various aspects such as market expansion, product innovation, customer satisfaction, and strategic collaborations.
4. Threads:- Apollo Tyres and Michelin are both well-known tire manufacturers in the industry, each with their unique strengths and offerings. In online discussions, it is essential to maintain a balanced and informative perspective when comparing the two.

COMPETITOR-2 BRIDGESTONE

USP:- Bridgestone's unique selling proposition (USP) as a competitor to Apollo Tyres lies in its focus on innovation, quality, and sustainability. Bridgestone is known for its advanced tire technologies, which provide enhanced performance, safety, and fuel efficiency. They invest heavily in research and development to create cutting-edge products that cater to various driving conditions and vehicle types.

Online communication:- Apollo Tyres and Bridgestone are both renowned tire manufacturers, each with their unique strengths and competitive advantages. In online communication, it's essential to maintain a professional and informative tone while highlighting the key features and benefits that set your brand apart.

SWOT ANALYSIS

1. **Strengths:-** Bridgestone has a strong global presence with manufacturing facilities, sales offices, and retail stores in over 150 countries. This widespread network allows them to cater to a diverse range of customers and understand regional market demands better.
2. **Weaknesses:-** While comparing Apollo Tyres and Bridgestone, it's essential to note that both companies have their strengths and weaknesses. However, I will focus on discussing some potential weaknesses of Bridgestone that might make Apollo Tyres a competitive alternative.
3. **Opportunities:-** In the competitive landscape between Apollo Tyres and Bridgestone, there are various opportunities for both companies to capitalize on. Here, I will discuss some opportunities that might benefit Apollo Tyres in comparison to Bridgestone.
4. **Threads:-** When discussing Apollo Tyres and its competitor Bridgestone in threads, it's essential to maintain a neutral and informative tone. Both companies have their strengths and weaknesses, and it's crucial to present facts and comparisons without favoring one over the other.

COMPETITOR-3 TOYO TIRES

USP:- Apollo Tyres and Toyo Tires are both tire manufacturers competing in the global market. To differentiate themselves and attract customers, they may emphasize unique selling propositions (USPs) that highlight their strengths and benefits. Here are some possible USPs for Apollo Tyres and Toyo Tires:

Online communication:- In the context of online communication, Apollo Tyres and Toyo Tires may employ various digital marketing strategies to showcase their unique selling propositions (USPs) and stand out in the competitive tire market. Here are some ways they can communicate their strengths and benefits to potential customers:

SWOT ANALYSIS

1. **Strengths:-** With manufacturing facilities and distribution networks across the globe, Toyo Tires has a strong international presence. This allows them to serve customers in various regions effectively and efficiently.
2. **Weaknesses:-** While Toyo Tires has several strengths, it also has some weaknesses when compared to its competitors like Apollo Tyres. Share: Toyo Tires has a smaller market share compared to some of its competitors, which may limit its resources and influence in the industry.
3. **Opportunities:-**In the tire industry, both Apollo Tyres and Toyo Tires can identify several opportunities to enhance their market position and growth. Expanding Product Portfolio: Both companies can explore opportunities to expand their product offerings to cater to emerging market segments, such as electric vehicles or new mobility solutions, which could lead to increased revenue and a broader customer base.
4. **Threads:-**In the tire industry, Apollo Tyres and Toyo Tires can benefit from focusing on the following threads to strengthen their competitive positions:Both Apollo Tyres and Toyo Tires should remain agile and responsive to market changes, such as shifting consumer preferences, technological advancements, and regulatory developments, to ensure they maintain their competitive edge.

The background is a solid teal color. In the center, there is a bright, circular light effect that fades into the background. Scattered around the edges are several realistic-looking water droplets of various sizes, some with highlights and shadows, giving a fresh and clean aesthetic.

PART-2 SEO & KEYWORD RESEARCH

SEO AUDIT

Audit Results for
www.apollotyres.com



Your page could be
better



SEOptimer



Links



Usability



Performance



Social



On-Page SEO



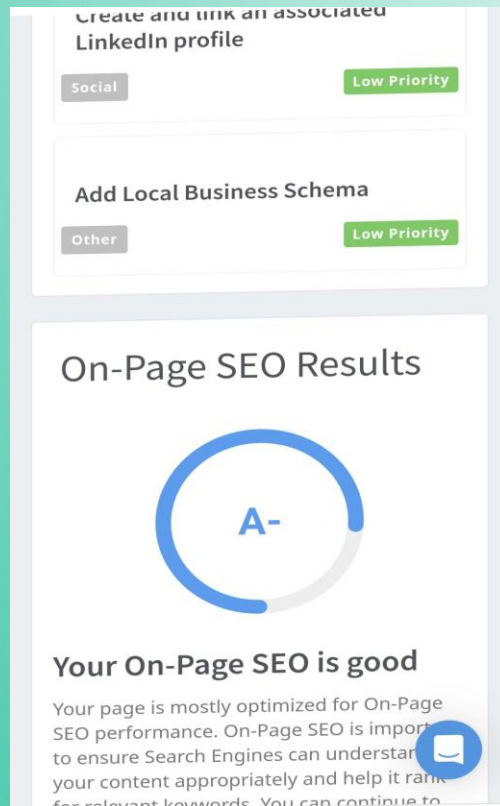
KEYWORD RESEARCH

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
tyre store near me	 EN	1	135,000	41,040
apollo tyre	 EN	1	110,000	33,440
apollo tyre company	 EN	1	110,000	33,440
apollo tyres	 EN	1	110,000	33,440
apollo tyres company	 EN	1	110,000	33,440
tyre shop near me	 EN	2	135,000	21,870
apollo sampark	 EN	1	60,500	18,392
apollo sampark	 HI	1	60,500	18,392
tyre shop near me	 HI	4	135,000	8,896
tyre shops near me	 FN	4	135,000	8,896

- Keyword objective: Sale objective
- Innovative Technology
- Product Range
- Revenue Growth
- Market Expansion
- Customer Satisfaction.

ON PAGE OPTIMIZATION



Focus keywords:- Apollo Tyres,Tire Solutions,Quality Tyres,Innovative Tire Technology.

Meta Title:- “Revolutionize Your Drive with Apollo Tyres: Quality, Performance, and Durability”.

Meta Description:- “Elevate your driving experience with Apollo Tyres. Discover superior quality, unmatched performance, and enduring durability. Find the perfect fit for your vehicle and explore a world of reliability trusted by drivers worldwide.”

ON PAGE OPTIMIZATION (CONTENT OPTIMIZATION)

Introduction:- “Experience the pinnacle of performance with Apollo Tyres – where innovation meets the road. Trust in our quality craftsmanship for a journey that’s smooth, safe, and truly exceptional.”

- **Section:-1** Learn about Apollo Tyres’ commitment to excellence and innovation.
- **Section:-2** Product Showcase: Explore our high-quality tyre range for superior performance.
- **Section:-3** Customer Stories: Hear from satisfied drivers who trust Apollo Tyres for their journeys.

Conclusion:- Apollo Tyres offers unmatched quality and reliability, ensuring every journey is a testament to excellence on the road. Trust in Apollo Tyres for superior performance and peace of mind wherever your travels take you.

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

Challenges:-

1. Navigating the competitive landscape of the tyre industry amidst numerous players.
2. Understanding shifting consumer preferences and market trends.
3. Addressing complexities of operating in diverse geographical markets.

Key insights:-

1. Strong brand recognition and loyalty observed in certain regions.
2. Specific product features like performance and durability are highly sought after.
3. Regional variations in search queries highlight opportunities for localized marketing strategies.

PART-3:- CONTENT IDEAS AND MARKETING STRATEGIES

Content idea generation & strategy :- Apollo Tyres, as a leading global tyre manufacturer, can consider various strategies for idea generation and implementation. Here are some suggestions that could help them stay competitive and innovative: Launch an interactive online quiz series on tire care and safety, educating users about the importance of proper tire maintenance and Apollo Tyres' expertise in this field. Create a social media campaign featuring real-life stories of long-distance travelers and adventurers, showcasing how Apollo Tyres' products ensure their safety and comfort during their journeys.

Content calendar for the month of April

A	B	C	D
Date	Content Theme	Format	Platform
Apr 16	Apollo Tyres	Blog post	Facebook & Instagram
Apr 18	Apollo Tyres brand reasearch	Video	Facebook & Instagram
Apr 20	Marketing	Infographic	Facebook & Instagram
Apr 23	Company research	Product episode	Facebook & Instagram
Apr 25	Comparing to other brand	Interactive Quiz	Instagram stories
Apr 27	Tyres quality	Video	Facebook & Instagram
Apr 30	Apollo Tyres Swot	Blog post	Facebook & Instagram

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.

Strategy, aim and the idea behind this story

Example of a typical scooter tire marking:

120/70-12 58P

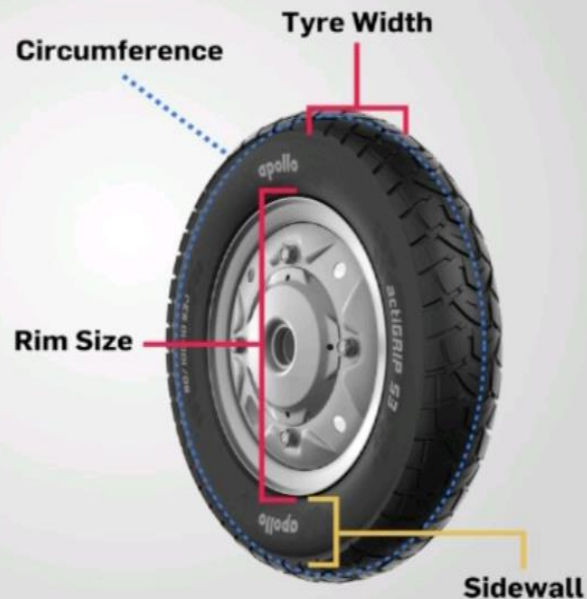
"120" is the tire width in millimeters.

"70" is the aspect ratio, indicating that the sidewall height is 70% of the tire width.

"12" represents the diameter of the wheel rim in inches.

"58" is the load index, indicating the maximum weight capacity of the tire.

"P" is the speed rating, denoting the maximum speed capability of the tire.



Apollo ActiZip offers good durability and low rolling resistance, resulting in better fuel efficiency. Apollo ActiGrip, on the other hand, is meant for off-road and adventure motorcycles. The tyre offers exceptional performance on various terrains, from gravel to mud and sand. Here is the difference between CEAT and MRF tyres. CEAT tyres would be the best choice if you want a high-performance tyre for highway and city use at an affordable price. MRF tyres would be the best choice for those people who wanted an excellent gripping and traction performance on both on-road excellent gripping and traction performance on both on-road.

Strategy, aim and the idea behind this post



Apollo's main aim is to increase the sales of tyres and their other products such as flaps, tubeless tyres etc. For this they follow the following marketing strategies: The traditional method of marketing i.e. Newspaper, tv ads and billboards. Pricing tMarketing Strategy of Apollo Tyres the using them a more then post tha Instagram, Facebook, Twitter.

PART-3:- CONTENT IDEAS AND MARKETING STRATEGIES

Apollo tyres use Benefit positioning, which emphasizes the functional benefits of the tyres and stresses the communication more on long life, stability and how good their service is, which also ensures the customer gets the best from their tyres.

Apollo's main aim is to increase the sales of tyres and their other products such as flaps, tubeless tyres etc. For this they follow the following marketing strategies

:The traditional method of marketing i.e. Newspaper, tv ads and billboards. Pricing the products less than the competitor.

The background is a solid teal color. In the top-left and bottom-right corners, there are several realistic-looking water droplets of various sizes, some overlapping. A soft, white, circular glow is centered in the upper half of the image, behind the text.

PART- 4 CONTENT CREATION AND CURATION



Post Creation:-

Format 1:- Apollo Tyres video

Content Idea:- This video will take viewers on an engaging and informative journey through the entire process of creating a high-performance tyre by Apollo Tyres. The content will be divided into several chapters, each focusing on a different aspect of tyre manufacturing and performance.

Caption:- "Experience the Uncompromised Performance: Apollo Tyres – Where Innovation Meets Safety on Every Road."

CAT:- "Revolutionize Your Driving Experience with Apollo Tyres – The Ultimate Choice for High-Performance and Safety. Visit Our Website Today!"



Format 2:- Product spotlights

Caption:-Welcome to our special feature on Apollo Tyres, where we showcase their impressive range of products designed to ensure a smooth and safe ride for all. As a leading global tyre manufacturer, Apollo Tyres is dedicated to delivering high-quality, innovative solutions for various vehicles

Caption:-"Revolutionizing Roads: Discover the Innovative Apollo Tyres Product Range for Unparalleled Performance and Safety".

CTA:-Apollo Tyres showcases its top-notch products through engaging product spotlights, inviting you to explore and experience the excellence for yourself. Discover the perfect tire solution for your needs by clicking the "Explore Now" button and enjoy a smooth, reliable ride.



TYRES SHOPPE

TYRES WITH THE STRENGTH
TO CARRY YOUR BUSINESS FORWARD

GO THE ————— DISTANCE

apollo
TYRES

Exclusively Available in Noida

Tyre Shoppe|Pvt. Ltd. Call : 8882-80-80-80
B-54, Sector-5, Near Water Tank, Noida Book online at www.tyresshoppe.com

Format 3:- Apollo Tyres product challenges

Content idea:- Apollo Tyres, a leading global tyre manufacturer, has recently come up with an innovative product that aims to redefine the standards of performance, safety, and durability in the tyre industry. The company has launched a new campaign to promote this product, which focuses on challenging the status.

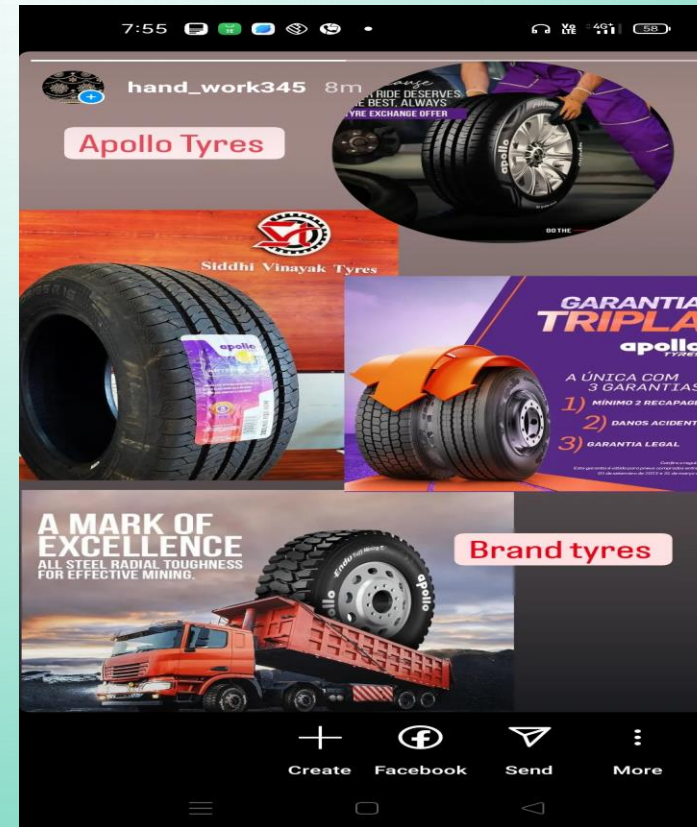
Caption:- "Experience the Unmatched Performance: Apollo Tyres, Your Road to Confidence and Comfort!"

CTA:- "Drive with Confidence and Elevate Your Journey with Apollo Tyres. Experience the Difference Today!"

INSTAGRAM STORY

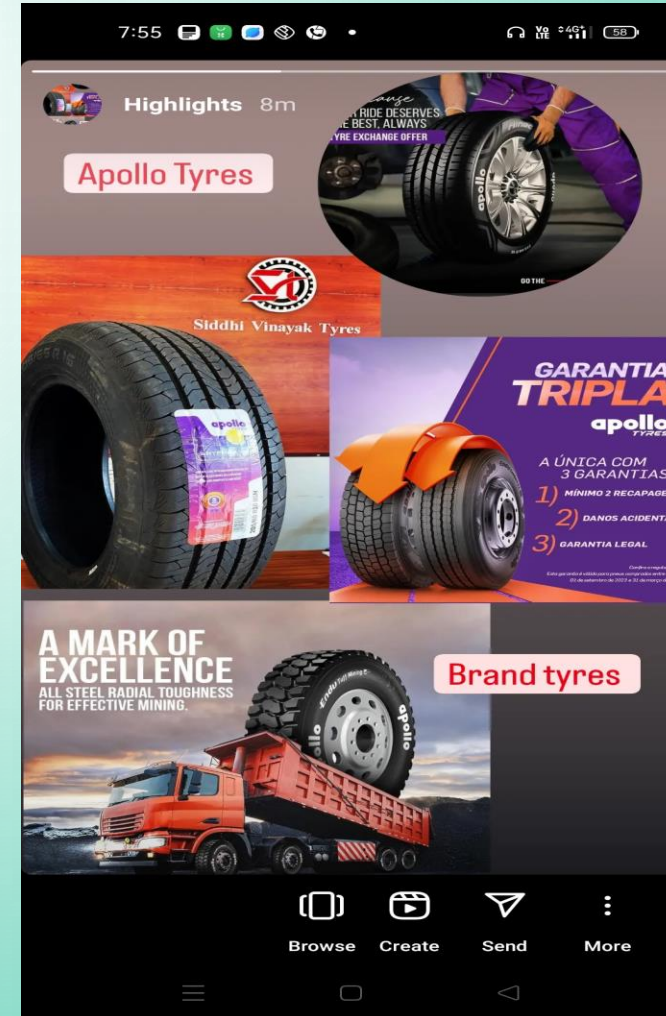
Screenshots of story

https://www.instagram.com/stories/hand_work345/3348257934197657599?igsh=MXdiMWVZbWE4dXZ0Zw==



Highlights for story

https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDUyMzA5OTMzNjE3Njlz?story_media_id=3348257934197657599_62088050700&igsh=MmZncTAzaWhqd2l4



DESIGNS/ VIDEO EDITING



InShot is a user-friendly and versatile video editing and photo-editing app that allows you to create and enhance your content on both Android and iOS devices.

<https://www.instagram.com/reel/C53aTs nv5Fw/?igsh=MWszb2czZ20wcDg2dA=>

The background is a solid teal color. In the top-left and bottom-right corners, there are several realistic-looking water droplets of various sizes. A faint, white, multi-layered circular sunburst or ripple effect is centered in the upper half of the image.

Thank you