

COMPREHENSIVE DIGITAL MARKETING PROJECT

CROMPTON GREAVES CONSUMER ELECTRICAL

- one of the leading consumer companies in India with a 90+ years old brand legacy.
- As of February 2016, we are an independent company under professional management and have 2 business segments – Lighting and Electrical Consumer Durables.
- They market their products under the “Crompton” brand name in India and select export markets.



MISSION

- In this competitive world every organization has its own mission and ideology.
- To be the best one should have mission and also must follow ethics in the work they are doing.
- Crompton have come up with their unique mission, To provide the best styles and the highest industry quality in Consumer Products and accessories.

VALUES OF THE ORGANIZATION:-

- Product quality,
- Reliability
- performance

USP:-

- A pioneer and has top leadership position in the management and application of energy.

TAGLINE:-

- To survive in this competitive business world Crompton created their own tagline.
- **'LET'S HANGOUT GHAR PE!'** is the tagline of crompton.

COMPETITOR ANALYSIS

symphony

Symphony, an Indian Multi-National Company with presence in over 60 countries is the world's largest manufacturer of air-coolers. From inventions to innovations, energy responsibility to environment stewardship, Symphony is a market leader which has been providing comfort cooling to its customers for generations.

The logo for Symphony is displayed on a green trapezoidal background. It features the word "Symphony" in a blue, stylized font, with the "y" and "n" being particularly prominent.

HAVELLS

Havells India Limited is an Indian multinational electrical equipment company, based in Noida. It was founded by Haveli Ram Gandhi, later sold to Qimat Rai Gupta who was his distributor.



HAV

Bajaj Electricals Ltd (BSE: 500031) is an Indian consumer electrical equipment manufacturing company based in Mumbai, Maharashtra.^[5] It is a part of the ₹380 billion (US\$4.8 billion) Bajaj Group. It has diversified with interests in lighting, luminaries, appliances, fans, LPG based generators,^[6] engineering and projects.

Its main domains are lighting, consumer durable, engineering and projects. Lighting includes lamps, tubes and luminaire.



User persona



AS P



PROFILE

Lives in San Francisco
Rents an over-priced apartment with his partner and a roommate



EXPERIENCE

Degree in Marketing
Short course in Building Digital Products
+1 year business consultant



SKILLS

Team player
Limited coding abilities
Building user personas
Branding and storytelling
User research

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

SSL Enabled

Your website has SSL enabled.



3,525,563

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	2,034	1
Position 2-3	2,341	1
Position 4-10	6,873	4
Position 11-20	7,684	4
Position 21-30	8,422	4
Position 31-100	64,797	4

KEYWORD RESEARCH :

Rankings

Top Keyword Rankings

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

Keyword	Country & Language	Position
havells	 HI	1
havells	 EN	1
fans	 HI	2
switches	 HI	1
switches	 EN	1
fans	 EN	3
fan havells	 HI	1
fans havells	 EN	1
fans havells	 HI	1
havells fan	 HI	1

CONTENT IDEAS AND MARKETING STRATEGIES

JULY 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 VISTING THE SHOWROOM	4	5	6	7 GROUP MEETING	8
9	10	11 GROUP ANALYSIS	12	13	14	15
16	17 BUILD BRAND AWARENESS	18	19	20	21 DISCUSSING ABOUT MARKETING STRATEGY	22
23	24	25 EXECUTING THE STRATEGY	26	27	28	29
30	31					

- BY FOLLOWING THE CALENDAR WE HAVE REACHED OUR OBJECTIVE
- AS THE PART OF MARKETING WE HAVE DESIGNED FEW POSTERS AND VIDEOS.
- ATTRACTING THE PEOPLE TOWARDS THE ORGANIZATION TOTALLY DEPENDS ON THE WAY WE SHOWED ABOUT THE ORGANIZATION.
- ITS BEEN A TOUGH CHALLENGE TO OUR TEAM TO GET THOUGHTS RECOGNIZED
- WE HAVE EXPLORED DIFFERENT FACES OF THE ORGANIZATION, LIKE THEIR INFRASTRUCTURE, ABOUT THEIR CLIENTS AND WE HEARD THE REVIEWS OF THE ORGANIZATION.
- AFTER THIS WE HAVE DISCUSSED TOGETHER AND MADE THIS CONTENT

Part 4: Content Creation and Curation (Post creation of Logos/Graphic Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

FORMAT 1 : Advertising in linked In.

AIM : To reach more audience around the world.

Date : 27-07-2023

IDEA : Crompton new product launch

FORMAT 2 : Creating ads and posting in social media

AIM : To create brand awareness

Date: 27-07-2023

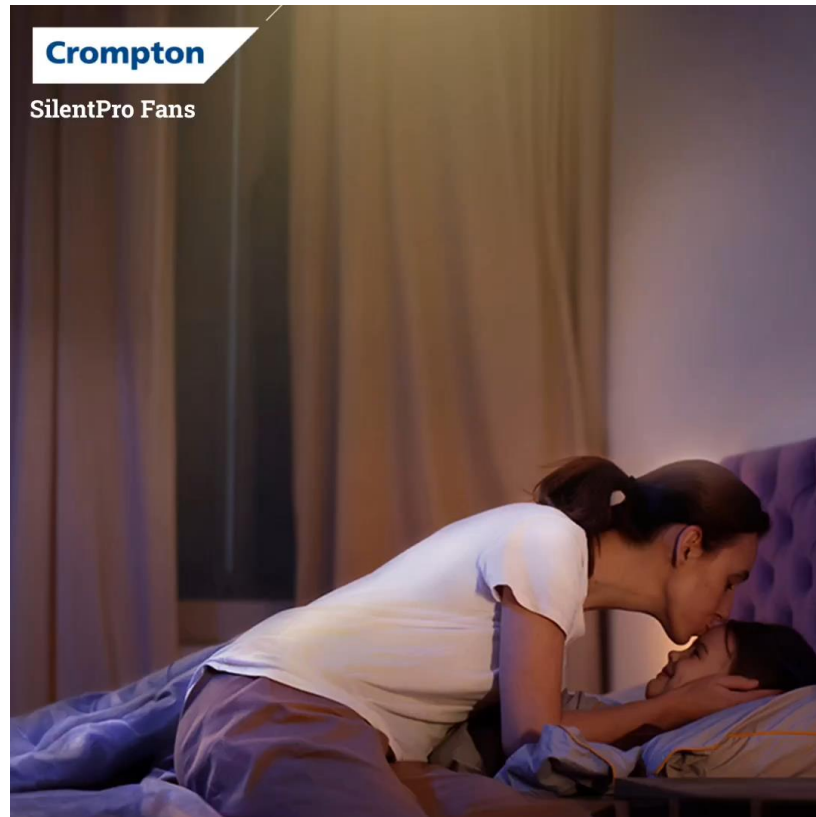
Idea : Crompton season end sale.

- ▶ **FORMAT 3** : creating videos
- ▶ **AIM** : To create brand awareness and to reach more audience
- ▶ **Date**: 27-07-2023
- ▶ **Idea** : Crompton mind blowing offers

INSTAGRAM STORIES



VIDEO DESIGNING



SOCIAL MEDIA AD CAMPAIGNING



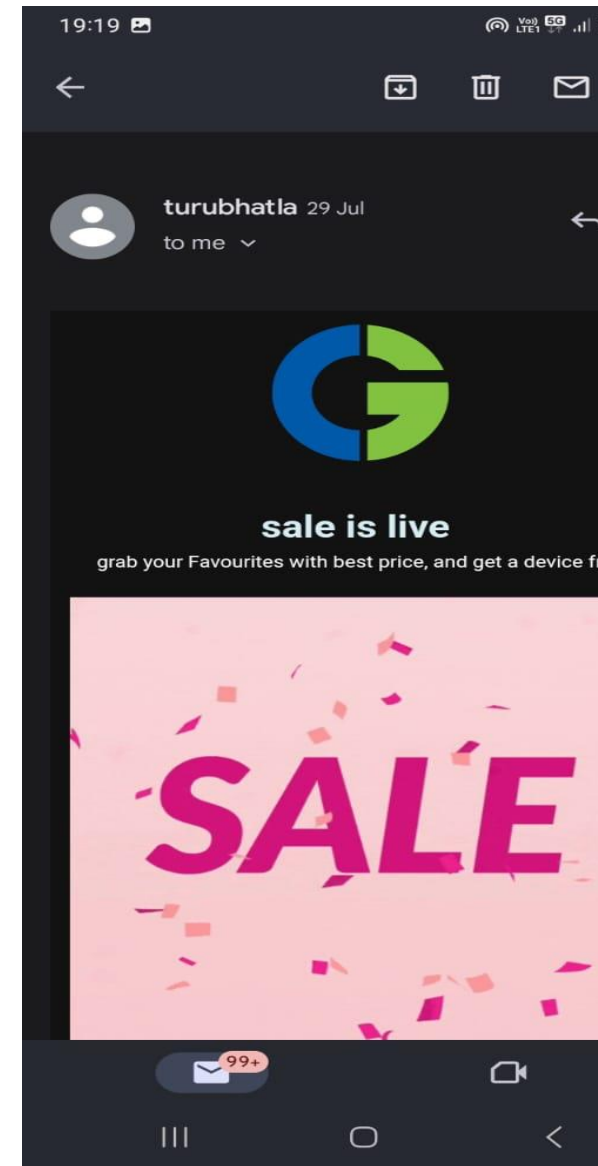
EMAIL AD CAMPAIGNING

WE HAVE USED THIS
MAIL FOR INCREASING
BRAND AWARENESS.



EMAIL AD CAMPAIGN -2

WE HAVE USED
THIS EMAIL FOR
LEAD
GENERATION.



CHALLENGES FACED AND LESSONS LEARN

- By doing this project we have learnt many new things.
- We have faced many challenges while doing SEO part and content m
- For this project we have explored many websites and read few magaz more about the organization.
- By doing these things we have improved our abilites.
- By this project we have enhanced our in communication and presenta