DIGITAL MARKETING
INTERNSHIP

Comprehensive Digital Marketing for tech mahindra corporation of India

A PROJECT REPORT ON TECH MAHINDRA OF INDiA THE ESTEEMED GUIDANCE

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INTERNSHIP

COMPREHENSIVE DIGITAL MARKETING FOR TECH MAHINDRA

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Brand Study,Competitor Analysis & Buyer's/Audience's

HCL Technologies

In comparing HCL Technologies and Tech Mahindra, several key points emerge from the provided source

1.Shareholding Structure: Tech Mahindra's promoters hold a 35.1% stake, while HCL Technologies' promoters hold a higher stake at 60.8%

2.Dividends: In the most recent financial year, Tech Mahindra paid a dividend of Rs 50.0 per share with a Dividend Payout ratio of 90.6%, while HCL Technologies paid Rs 48.0 per share with a dividend payout ratio of 87.7%

3.Financial Performance: Tech Mahindra has a higher Price/Earnings (P/E) ratio compared to HCL Technologies, indicating a higher valuation for Tech Mahindra
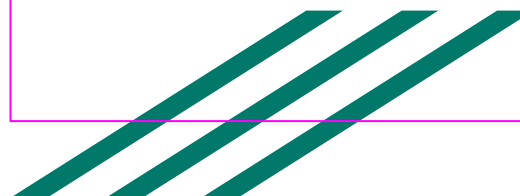
4.Employee Perspective: Glassdoor and Indeed.com reviews suggest that Tech Mahindra scores higher in Compensation & Benefits, while HCL Technologies is rated higher in areas like Work-life balance and CEO Approval

Tech mahindra
ADIKAVI NANNAYA UNIVERSITY

1.Team leader:katta gopi krishna

2.Team member:Madhicharla lakshmi Sandeep

3.Team member:Seeli subba Raju

4.Team member:Gundumogula Ganesh

5.Team member:Kondapalli venkata sai

Missions of Tech Mahindra

Tech Mahindra, like many companies, likely has a set of mission and values that guide its operations and culture. While I can't provide the exact mission and values of Tech Mahindra without up-to-date information, I can give you a general idea of what they might prioritize based on typical industry standards and Mahindra Group's overarching ethos.

1. Customer Centricity: Tech Mahindra may prioritize delivering exceptional value to its clients through innovative solutions, responsiveness, and a deep understanding of their needs.
2. Integrity and Ethics: Upholding the highest standards of honesty, transparency, and ethical behavior in all business dealings.
3. Innovation: Fostering a culture of creativity and continuous improvement, encouraging employees to think outside the box and develop cutting-edge solutions.
4. Collaboration: Emphasizing teamwork, partnerships, and collaboration both internally and externally to achieve common goals.
5. Diversity and Inclusion: Valuing diversity in perspectives, backgrounds, and experiences, and fostering an inclusive work environment where all employees feel respected and empowered.

Values for Tech Mahindra

Tech Mahindra, as a leading global technology solutions provider, is likely to have a set of core values that guide its actions, decisions, and interactions both internally and externally. While I don't have access to the specific values declared by Tech Mahindra, I can provide you with a list of values that are commonly emphasized by technology companies, which Tech Mahindra might also prioritize:

1. Customer Focus: Placing the customer at the center of everything they do, striving to understand and exceed customer expectations.
2. Integrity: Upholding the highest standards of honesty, transparency, and ethical behavior in all business dealings.
3. Innovation: Fostering a culture of creativity and continuous improvement, encouraging employees to think innovatively and embrace new ideas.
4. Excellence: Commitment to delivering high-quality solutions and services that meet or exceed industry standards.
5. Collaboration: Emphasizing teamwork, partnerships, and collaboration both internally and externally to achieve common goals.

Analyze Brand Messaging of tech mahindra

Tech Mahindra positions itself as a leader in innovation and technology solutions. Its messaging often highlights its expertise

emerging

technologies such as artificial intelligence, blockchain, and cloud computing. This communicates to clients that the company is at the for technological advancements and can provide cutting-edge solutions to meet their needs.

2.Customer-Centric Approach: Another aspect of Tech Mahindra's brand messaging is its focus on being customer-centric. The company emphasizes understanding the unique requirements of each client and delivering tailored solutions to address their challenges.

3.Global Presence and Diversity: Tech Mahindra operates in numerous countries and has a diverse workforce. Its brand messaging often celebrates this global presence and diversity, highlighting its ability to understand different markets and cultures. This communicates to clients that Tech Mahindra can offer localized solutions while leveraging global expertise and best practices.

4.Corporate Social Responsibility: Like many modern companies, Tech Mahindra also emphasizes its commitment to corporate social responsibility (CSR). Its brand messaging often includes initiatives related to sustainability, community development, and ethical business practices. By aligning itself with social causes, Tech Mahindra enhances its brand reputation and appeals to socially-conscious clients and stakeholders.

Competitor Analysis

Tech Mahindra is a leading multinational information technology company headquartered in Pune, India. It is part of the Mahindra Group, a diversified conglomerate with interests in automotive, aerospace, agribusiness, and other sectors. Tech Mahindra primarily operates in the fields of IT services, business process outsourcing (BPO), consulting, and digital transformation

Tech Mahindra

Competitor 1:HCL Technologies

Competitor 2:UST Global

Competitor 3:Hexaware Technology

Competitor 1: HCL technologies

Usp:

The search results also indicate that Tech Mahindra has acquired The HCI Group, a global leader in healthcare technology consulting. The acquisition is expected to bring Tech Mahindra's proven ability to drive innovation and digital transformation to The HCI Group's position as a global leaderhealthcare technology consulting.

Online communication:

Additionally, Tech Mahindra's acquisition of The HCI Group, a global leader in healthcare technology consulting, further strengthens its position in driving innovation and digital transformation in the healthcare industry

1. The HCI Group, now part of Tech Mahindra, offers a wide range of solutions to improve care delivery and optimize IT investments for healthcare providers globally

2.Tech Mahindra's commitment to innovation and customer-centric digital experiences, combined with Azure Communication Services, showcases a strategic approach to transforming healthcare communication and patient care

SWOT:

Strengths:

Global Delivery Network: Tech Mahindra HCL Technologies has a vast network of delivery centers across the globe, enabling it to provide round-the-clock services to its clients. This global delivery network helps the company to offer a wide range of services and solutions to its clients, irrespective of their geographical location.
Technology Expertise

1: Tech Mahindra HCL Technologies has a strong team of experts who possess deep knowledge and expertise in various

2: technologies. The company has a strong focus on research and development, enabling it to stay ahead of the curve in terms of technology innovation.

Weaknesses:

search results do not provide specific information about the weaknesses of Tech Mahindra in the context of TCL technology. However, they do offer insights into the mobile computer and broadcast and media technology markets, which can be relevant to understanding the broader context of technology companies.

SWOT:
Opportunities:

-HCL Technologies and Tech Mahindra offer various job opportunities across different locations and roles. HCLTech has a wide range of positions like Materials Engineer, System Administrator, Test Engineer, SAP EWM Lead, and more
- On the other hand, Tech Mahindra provides opportunities in areas such as Product Management, Cyber Security, Aircraft Management, Java Development, Data Science, Cloud Security, and many more roles across different locations like Hyderabad, Mississauga, Pune, San Diego, Wilton, New York City, and other

Threats:

HCL Technologies and Tech Mahindra are both prominent players in the IT services industry, competing with other major companies such as TCS, Infosys, Wipro, and IBM. In this analysis, we will discuss the threats faced by these two companies, focusing on the competitive landscape and the potential impact of generative AI on the IT services industry.

Competitor 2:UST Global

USP:

-The unique selling proposition (USP) of UST Global and Tech Mahindra lies in their distinct offerings and strengths within the tech industry. UST Global is a digital transformation solutions company
 that specializes in providing comprehensive digital solutions to businesses. On the other hand, Tech Mahindra, as highlighted in a LinkedIn profile

-focuses on services like due diligence, knowledge transfer, and expertise in transitioning operations smoothly, particularly in the realm of technology.

Online communication:

-The online communication of Tech Mahindra and UST Global involves various aspects of digital transformation and IT services. Tech Mahindra, an Indian IT company, offers innovative technology services, testing services, and IT infrastructure support services globally, with offices in locations like Singapore and the US

-On the other hand, UST Global is a digital transformation solutions company that aids organizations in succeeding through digital transformation by providing disruptive solutions and strategies
-Both companies play significant roles in the tech industry, focusing on digital advancements and IT services to meet the evolving needs of businesses and clients

SWOT:

Strengths:

Global Presence and Professional Management: UST Global has a significant global presence, with operations in 25 countries and over 37,250 associates as of November 30, 2023

- The group is managed by experienced professionals with long experience in the IT industry, which helps ensure efficient and effective management.

-Reputed Clientele: UST Global serves a diverse range of clients across various industries, including healthcare, retail, BFSI, technology, manufacturing, and insurance

-The healthcare sector, for instance, contributed 29.7% of the total revenues of the UST group in CY22

WEAKNESSES:

The weaknesses of UST Global and Tech Mahindra are not explicitly mentioned in the search results. However, some potential areas of concern for
 UST Global include:

-Moderate risk of client concentration, with the top 10 clients contributing to around 43.8% of its total revenue during CY21

-Operating cycle stretched at 167 days in FY23 due to elongated collection period

-Highly fragmented and competitive market, with the company competing with global players like Tech Mahinra

SWOT:

Opportunities:

-The weaknesses of UST Global and Tech Mahindra are not explicitly mentioned in the search results. However, some potential areas of concern for UST Global include:
Moderate risk of client concentration, with the top 10 clients contributing to around 43.8% of its total revenue during CY21

-Operating cycle stretched at 167 days in FY23 due to elongated collection period

Treats:

Tech Mahindra and UST Global are both significant players in the global IT services industry, and they offer various opportunities for professionals looking to advance their careers.

Tech Mahindra is known for its focus on digital transformation, and it offers a wide range of services in areas such as cloud computing, cybersecurity, artificial intelligence, and the Internet of Things (IoT).

Competitor 3:HexaWare Technologies

USP:

Tech Mahindra is a USD 6.5+ billion organization with 146,000+ professionals across 90 countries, serving 1250+ global customers, including Fortune 500 companies

-It focuses on leveraging next-generation technologies like 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, and Artificial Intelligence to drive end-to-end digital transformation for its global customers

-Tech Mahindra is the first Indian company to receive the Sustainable Markets Initiative's Terra Carta Seal, recognizing its commitment to creating a climate and nature-positive fu

Online Communication:

Hexaware Technologies, a leading IT and BPO services provider, has a comprehensive recruitment process that includes a communication assessment round. This round is designed to test the candidate's proficiency in English language and communication skills

-The communication assessment round is an elimination round, where the candidate's grammar, vocabulary, comprehension, and ability to communicate effectively are evaluated

-The round is conducted online and lasts for 45 minutes, during which the candidate is expected to formulate grammatically correct sentences, use appropriate words based on the context, and demonstrate active listening and empathy

-The communication assessment round is a critical part of the recruitment process, as it helps Hexaware Technologies assess the candidate's ability to communicate effectively, which is essential for customer-facing roles such as sales and customer support

SWOT:

Strengths:

Tech Mahindra and Hexaware Technologies are two of the top software companies in India, known for their strengths in various areas.

Tech Mahindra is a global leader in digital transformation, consulting, and business reengineering services. It has a staff of over 130,000 individuals and offers innovative and cutting-edge solutions to clients in various industries, including telecommunications, healthcare, banking and finance, and manufacturing. Tech Mahindra's focus on digital technologies like artificial intelligence, machine learning, and the Internet of Things enables its clients to improve efficiency, reduce costs, and enhance customer experience

Weaknesses:

The weaknesses of Hexaware Technologies and Tech Mahindra are not explicitly outlined in the provided search results. However, it's important to note that weaknesses of any company can vary and are often subjective. To gain a comprehensive understanding of the weaknesses of these companies, one would need to conduct a detailed analysis of their financial performance, market positioning, customer reviews, and industry reputation.

SWOT:

Opportunities:

Hexaware Technologies and Tech Mahindra offer various opportunities for career growth and development. Hexaware provides internships for freshers, offering hands-on experience, practical skills development, networking opportunities, and exposure to the corporate environment

-On the other hand, Tech Mahindra is known for its career growth opportunities, with employees rating it highly in this aspect

-Both companies focus on IT services and consulting, providing a platform for professionals to enhance their skills and stay updated with industry trends

- Additionally, Hexa ware's internship selection process involves submitting a CV, cover letter, interviews, and a final selection phase, offering a comprehensive pathway for interns to secure valuable experience

Threats:

 does provide some insights into the cybersecurity landscape and the importance of AI-based cyber defense in securing enterprises from next-generation cyberattacks. Tech Mahindra's Enterprise Security and Risk Management (ESRM) capabilities, along with its cyber defense services in partnership with AT&T, aim to mitigate threats by empowering security consultants and analysts with artificial intelligence platforms.

 These services offer benefits such as increased productivity of SOC operations, reduced threat detection and response time, reduced risk of breach, and reduced compliance reporting efforts.

The second search resultis a review page for Hexaware Technologies on Glassdoor, and the third search result

-is a comparison of Hexaware Technologies and Tech Mahindra on Comparably, both of which do not provide specific information about the threats of Hexaware technology of Tech Mahindra.

Buyer/Audience persona

Persona Name: Corporate Cathy

Background:

- Role: Chief Information Officer (CIO)
- Industry: Multinational Corporation (Manufacturing)
- Experience: 15+ years in IT leadership roles
- Tech-savvy and forward-thinking, Cathy is responsible for overseeing the technology strategy and digital transformation initiatives within her organization.

Demographics:

- Age: 40-50
- Gender: Female
- Education: Bachelor's or Master's degree in Computer Science or related field
- Location: Based in a major urban center with global operations

Goals & Challenges:

- Goals:
  - Drive digital innovation and transformation to remain competitive in the global market.
  - Enhance operational efficiency and productivity through technology solutions.
  - Improve collaboration and communication across global teams.
- Challenges:
  - Legacy systems and outdated technology infrastructure hinder agility and innovation.
  - Data security and compliance requirements are becoming increasingly complex.
  - Need to balance innovation with cost-effectiveness and ROI.

Needs & Pain Points:

- Needs:
  - Robust IT infrastructure and cloud solutions to support scalability and flexibility.
  - Advanced analytics and AI-driven insights to optimize operations and decision-making.
  - Cybersecurity solutions to protect sensitive data and mitigate cyber threats.
  - Consulting expertise to navigate digital transformation challenges and align technology initiatives with business goals.

How Tech Mahindra Can Help:

Tech Mahindra offers a comprehensive suite of IT services and solutions tailored to Cathy's needs:

- Digital transformation consulting to develop a roadmap for innovation and growth.
- Cloud migration and infrastructure modernization to enhance scalability and agility.
- AI and analytics solutions for predictive insights and operational optimization.
- Cybersecurity services to safeguard against evolving threats and ensure compliance.
- Dedicated support and expertise to address specific challenges and drive measurable outcomes.

Key Message for Cathy:

- "Tech Mahindra partners with global enterprises like yours to accelerate digital transformation and drive sustainable growth. Our comprehensive IT solutions and consulting expertise empower you to overcome challenges, unleash innovation, and achieve your business objectives with confidence."

Creating personas like Corporate Cathy helps Tech Mahindra better understand the needs, goals, and pain points of its target audience, enabling the company to tailor its marketing efforts and solutions to meet their specific requirements.

On Page Optimization

Focus Keywords:tech mahindra , Debug,collect,implement

Meta Title:

The company is currently working on Metaverse implementation across all seven layers, including devices and machines, IoT, spatial computing, Tech Mahindra has also announced a merger of two US-based subsidiaries, Born Group and Tech Mahindra (Americas), to synergize business

Meta Description:

Meta, also known as Meta Platforms Inc., is a leading global technology company that operates in various sectors, including social media, virtual reality, and artificial intelligence. To get a tech job at Meta, you need to have a strong understanding of the company's vision, mission, and values. This involves researching the company's latest news, talking to friends, past co-workers, and batchmates who are already working there, and harnessing the soft skills required to be taken in by a MAANG company.

SEO Audit

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
company news	✗	✗	✗	4	████████
news events	✗	✗	✗	3	██████
screen-reader mode	✗	✗	✗	2	███
enter skip	✗	✗	✗	2	███
remote internships	✗	✗	✗	2	███
lindsay siegel	✗	✗	✗	2	███
siegel director	✗	✗	✗	2	███
impact company	✗	✗	✗	2	███

header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
company	✓	✗	✓	14	████
news	✗	✗	✓	8	████
community	✗	✗	✓	7	████
impact	✗	✗	✗	5	███
covid-19	✗	✗	✓	4	███
events	✗	✗	✓	3	██
building	✓	✗	✓	3	██
skip	✗	✗	✗	3	██

Document the challenges faced during theresearch analysis phase, as well as the key insights gained from the keyword research process.
● Getting a free tool to do keyword research is a task since most tools are paid.
● Choosing the right keywords was an issue since there were a lot of relevant
keywords in the list.
● We understood how the users search & gained insights into the kind of keywords peoples search for

Part 3: Content Ideas and tech mahindra

July

#nationalgrillingmonth, #july4th, #nationaljunkfoodday, #summervacation, #summervibes, #bbqtime

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 World UFO Day	3	4 Independence Day	5	6 International Kissing Day	7 World Chocolate Day	8
9	10 National Piña Colada Day	11 7-Eleven Day	12	13 National French Fry Day	14	15 National Give Something Away Day
16 National Ice Cream Day	17 World Emoji Day	18	19 National Hot Dog Day	20	21 National Junk Food Day	22
23 International Day of Friendship 30	24 International Self Care Day 31	25	26 Disability Independence Day	27	28	29

Strategy, Aim and the idea behind the story

Tech Mahindra is a leading provider of digital transformation, consulting, and business re-engineering services. The strategy, aim, and idea behind their posts likely revolve around several key pillars:

1. Digital Transformation: Tech Mahindra is likely to focus on how technology can drive business transformation. Their posts may highlight case studies, best practices, and thought leadership pieces on how businesses can leverage emerging technologies like AI, IoT, blockchain, and cloud computing to innovate and stay competitive.
2. Customer Success Stories: They might share success stories of how their solutions have helped clients overcome challenges and achieve their business goals. This not only showcases their expertise but also builds credibility and trust with potential clients.
3. Industry Insights: Tech Mahindra likely shares insights and analysis on industry trends, market developments, and regulatory changes impacting their clients. This helps position them as a knowledgeable partner who understands the broader landscape in which their clients operate.
4. Corporate Social Responsibility (CSR): CSR initiatives can also be a part of their communication strategy. They may highlight their efforts towards sustainability, diversity and inclusion, community development, and other social causes. This demonstrates their commitment to being a responsible corporate ci

strategy,Aim and the idea behind the post

1. Brand Awareness: One of the primary aims behind their posts is to enhance brand visibility and recognition. By consistently sharing content on various platforms, they ensure that their target audience is familiar with the Tech Mahindra brand and its offerings.

2. Thought Leadership: Tech Mahindra positions itself as a thought leader in the technology industry. Their posts may include insights, analyses, and opinions on emerging trends, innovative solutions, and industry developments. By sharing valuable knowledge, they establish credibility and expertise within their field.

3. Engagement and Interaction: Social media platforms provide an opportunity for Tech Mahindra to engage with their audience in meaningful conversations. They may encourage discussions, respond to comments and inquiries, and foster a sense of community among their followers. This engagement helps strengthen relationships with existing clients and prospects.

Part 3: Content Ideas and Marketing Strategies

- Certainly! Here are some content ideas aligned with Tech Mahindra's marketing strategy:

1. Case Studies: Highlight successful projects where Tech Mahindra's solutions have helped clients overcome challenges and achieve their business objectives. These case studies can demonstrate the effectiveness and real-world application of their services.

2. Industry Insights: Share articles, whitepapers, and infographics providing insights into industry trends, market analysis, and future predictions. This content can position Tech Mahindra as a thought leader and trusted advisor within various sectors.

3. Innovation Spotlights: Showcase Tech Mahindra's innovative solutions, technologies, and initiatives that drive digital transformation and business growth. This can include updates on new product launches, partnerships, and research development

Part4:content creation and curation

● Select Content Categories: Come up with three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with the CTAs.

Format 1 Static post on tech mahindra

Format 2 Reel post on tech mahindra company meeting

Format 3 Carousel post on tech mahindra

Format 1: Static post on tech mahindra

caption: Exploring the future with @TechMahindra! 💡

From innovation to collaboration, we're shaping

 tomorrow together.

HASHTAGS :

 #TechMahindra #Innovation #TechLife"

Exploring the future with @TechMahindra! 💡 From innovation to collaboration, we're shaping tomorrow together. #TechMahindra #Innovation… | Instagram

Format 2 Reel post on tech mahindra company meeting

Employees, including some former employees at Tech Mahindra,

hashtags

#MVInspires and #MomentsWithMV on LinkedIn

Instagram video by @techmahendra__official__33 • Apr 21, 2024 at 7:00

format3;Carousel post on tech mahindra

caption:"Empowering the Future: Tech Mahindra - Innovating Solutions, Transforming Lives."

"Empowering Tomorrow: Innovating, Connecting, Transforming with Tech Mahindra."

4.3 SOCIAL MEDIA AD CAMPAIGNS

Social media ad campaigns can be incredibly effective for reaching your target audience and promoting your products, services, or brand. Here's a breakdown of some key steps to create successful social media ad campaigns:

1. Set Clear Objectives: Determine what you want to achieve with your ad campaign. Whether it's increasing brand awareness, driving website traffic, generating leads, or boosting sales, your objectives will shape the rest of your campaign.
2. Know Your Audience: Understand your target audience's demographics, interests, behaviors, and preferences. This information will help you craft messages and choose the right platforms to reach them effectively.
3. Choose the Right Platforms: Different social media platforms attract different demographics and offer various ad formats. Select the platforms where your target audience is most active and where your ad content will perform best.

4.4EMAIL AD CAMPAIGNS

tech Mahindra, being a global technology company, likely employs email marketing campaigns to promote its services, products, events, and thought leadership content. While I don't have access to specific email campaigns from Tech Mahindra, I can provide you with a general idea of what their email campaigns might entail:

1. Introduction and Welcome Emails: When someone subscribes to Tech Mahindra' s email list, they may receive a welcome email introducing the company, highlighting its core services, and inviting them to explore further.
2. Product Announcements: Tech Mahindra may send out emails to announce new products, upgrades, or enhancements to existing services. These emails would detail the features and benefits of the offerings.
3. Event Invitations: If Tech Mahindra hosts or participates in industry events, they might send out emails inviting subscribers to attend. These emails would include event details, agendas, and registration links.

Highlight of the story

https://www.instagram.com/techmahendra__official__33?igsh=ZGUzMzM3NWJiOQ==