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**Competitor Analysis**

Digital Marketing

Roll No.:021330024531

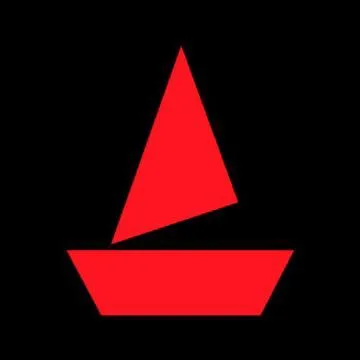
Batch: Bill Gates



Top 3 Competitors of BoAt

**Competitor Analysis**

**BoAt**

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Website

- Sleek, modern design with vibrant colors and lifestyle images

- Clean layout, fast loading times, and smooth transitions

- Simple navigation, detailed product pages, and frequently updated blog

- Strong user interaction features, including social media integration and customer support options

social media presence

- Strong social media presence across platforms Facebook, Instagram, Twitter, YouTube, and LinkedIn.

- Content strategy:

**- Facebook:**

Followers :1.3M followers

product launches, promotions, lifestyle images, customer testimonials, and interactive polls

**- Instagram:**

Followers :1.7M followers

high-quality visuals, influencer collaborations, behind-the-scenes content, and user-generated content

**- Twitter:**

Followers :250K followers

product updates, customer service interactions, promotional tweets, and industry news

**- YouTube:**

Subscribers :1.93lakh Subscribers

product reviews, unboxing videos, tutorials, and promotional campaigns

**- LinkedIn:**

Followers :393K followers

company news, product launches, industry insights, and corporate announcements

Online Advertising Efforts

- Emphasizes lifestyle marketing and high-profile influencer collaborations

- Uses vibrant visuals and promotional offers

- Targets younger, tech-savvy consumers

Digital Marketing strategies

- Content marketing: lifestyle-focused blog and video content

- Social media: high engagement, influencer collaborations, and interactive content

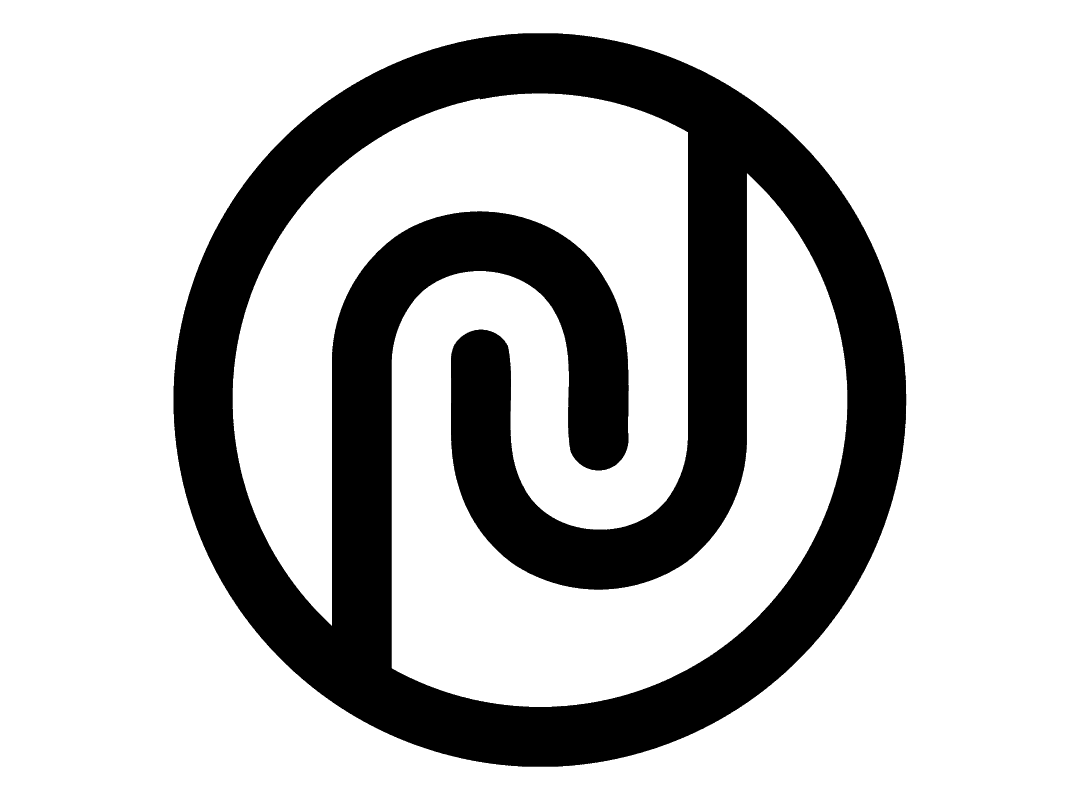
- Influencer marketing: high-profile influencers and celebrities

- Email marketing: personalized campaigns and automated workflows

- SEO and PPC: targeted keywords and demographics

- Customer engagement: social media interaction, contests, and giveaways

**Noise**



Website

- Modern, minimalist design with a focus on simplicity and clean lines

- User-friendly interface, responsive design, and clear navigation

- Detailed product descriptions, active blog section, and strong emphasis on customer service

- Effective filtering and sorting options for product searches

social media presence

- Strong social media presence across platforms Facebook, Instagram, Twitter, YouTube, and LinkedIn

- Content strategy:

**- Facebook:**

Followers :704K followers

product updates, offers, lifestyle images, customer reviews, and interactive content

**- Instagram:**

Followers :796K followers

stylish product photos, influencer partnerships, behind-the-scenes content, and user-generated content

**- Twitter:**

Followers :57.2K followers

product announcements, customer support interactions, promotional tweets, and industry news

**- YouTube:**

Subscribers :67.5K followers

product reviews, unboxing videos, tutorials, and promotional campaigns

**- LinkedIn:**

Followers :63K followers

company updates, product launches, industry news, and corporate information

Online Advertising Efforts

- Focuses on tech-centric content and targeted influencer partnerships

- Collaborates with tech and lifestyle influencers

- Emphasizes stylish product images and tech reviews

Digital Marketing strategies

- Content marketing: tech-focused blog and video content

- Social media: high engagement, influencer collaborations, and interactive content

- Influencer marketing: tech and lifestyle influencers

- Email marketing: personalized campaigns and regular updates

- SEO and PPC: targeted keywords and demographics

- Customer engagement: social media interaction, live sessions, and Q&A

**Mivi**

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Website

- Modern, sleek, and colorful design with high-quality product images and promotional banners.

- Fully responsive, offering a seamless browsing experience on both desktop and mobile devices.

- Intuitive and easy to navigate, with clear categories for different product

- Accessible customer service with chat support, email, and a detailed FAQ section.

- Features articles on product launches, technology trends, and usage tips.

social media presence

- Strong social media presence across platforms Facebook, Instagram, Twitter, YouTube, and LinkedIn

- Content strategy:

- Facebook:

Followers :554K followers

features product launches, promotional offers, customer reviews, and user-generated content.

- Instagram :

Followers :186K followers

showcases high-quality images and videos of their products, lifestyle shots, and promotions.

- Twitter :

Followers :10.8K followers

Uses Twitter for quick updates, customer support, and occasional promotional tweets.

- **YouTube:**

Followers **:**15.9K Subscribers

**YouTube channel features product reviews, tutorials, and promotional videos.**

- **LinkedIn:**

Followers **:**39K followers

shares company updates, industry insights, and job postings on LinkedIn.

Online Advertising Efforts

- Targets tech-savvy consumers and music enthusiasts on Facebook, Instagram, Twitter, and LinkedIn.

- Search Engine Marketing (SEM): Uses Google Ads and Display Ads to target keywords related to audio products.

- Collaborates with influencers and tech reviewers to showcase product reviews and endorsements.

- Email Marketing: Sends personalized emails to subscribers about new products, discounts, and special promotions.

Digital Marketing strategies

- Social Media Marketing: Engages on Facebook, Instagram, Twitter, and YouTube with visually appealing posts and customer testimonials.

- Influencer Marketing: Collaborates with tech influencers and lifestyle bloggers to review products and promote campaigns.

- Content Marketing: Creates informative content like blogs, how-to guides, and product demonstration videos.

- Email Marketing: Runs personalized email campaigns to promote new products, exclusive offers, and seasonal sales.

- Paid Advertising: Uses Google Ads and social media ads to target relevant keywords and increase brand visibility.

**Skullcandy**



Website

- Bold and edgy design that aligns with the brand’s youthful and adventurous image. Uses high-contrast colors and striking visuals.

- Optimized for mobile devices, ensuring a good user experience across different screen sizes.

- User-friendly with clear product categories such as headphones, earbuds, and accessories. Features a prominent search bar for quick access.

- Provides multiple support channels, including live chat, email, and an extensive help center.

- Offers a blog with lifestyle content, product updates, and music-related articles.

social media presence

- Strong social media presence across platforms Facebook, Instagram, Twitter, YouTube, and LinkedIn

- Content strategy:

- Facebook:

Followers :2M followers

features lifestyle content, music-related posts, product promotions, and collaborations.

- Instagram :

Followers :714K followers

showcases vibrant visuals, lifestyle imagery, music culture, and product highlights.

- Twitter :

Followers :117K followers

uses Twitter for updates, music-related content, and interactions with followers.

- **YouTube:**

Followers **:**1.73lakh Subscribers

**features product reviews, music sessions, collaborations with artists, and lifestyle content.**

- **LinkedIn:**

Followers **:**31K followers

shares company updates, industry news, and career opportunities on LinkedIn.

Online Advertising Efforts

- Targets music enthusiasts, gamers, and sports enthusiasts on Facebook, Instagram, Twitter, and YouTube.

- Search Engine Marketing (SEM): Uses Google Ads and Display Ads to target keywords related to headphones, earbuds, and lifestyle products.

- Engages with influencers in music, gaming, and lifestyle sectors to endorse products and create branded content.

- Email Marketing: Sends personalized emails to subscribers featuring new product releases, exclusive offers, and brand updates.

Digital Marketing strategies

- Social Media Engagement: Shares lifestyle content, music-related posts, athlete endorsements, and product features on Facebook, Instagram, Twitter, and YouTube.

- Influencer Partnerships: Collaborates with music artists, athletes, and social media influencers to create branded content.

- Content Creation: Produces high-quality videos, music playlists, behind-the-scenes footage, and product showcases.

- Email Campaigns: Sends personalized emails with product updates, event invitations, and exclusive offers.

- Paid Media Campaigns: Utilizes targeted ads on social media platforms and Google to reach specific demographics and drive traffic to online stores.

**Summary**

This is a comprehensive competitor analysis of four websites: BoAt, Noise, Mivi, and Skullcandy. The analysis covers various aspects of their digital marketing strategies, including website design, social media presence, content strategy, online advertising efforts, and digital marketing strategies.

Overall, all four websites have strengths and weaknesses in their digital marketing strategies. BoAt and Skullcandy have strong social media presence and engaging content strategies, while Noise and Mivi have modern website designs and effective tech-centric content strategies. However, all four websites can improve their email marketing efforts and SEO strategies to enhance their online presence.