

# **COMPREHENSIVE DIGITAL MARKETING**

## **Project Work**



**Presented by**

**N.Ektapavitra (Team Lead)**

**P.Shreesha**

**M. SrikarSaiSeshu**

**P. Varun**

**N. Divya**

**TATA MOTORS**  
Connecting Aspirations

## **Introduction to the brand**

Name of the brand : Tata Motors.

Industry Automotive.

Founded : 1945; 78 years ago.

Founder : Jehangir Ratan Dadabhoy Tata.

Headquarters : Mumbai, Maharashtra, India

Tata motors is an Indian multinational automotive manufacturing company, headquartered in the city of Mumbai, India. It is part of Tata Group. The company produces passenger cars, trucks, vans, buses, luxury and sports cars etc.,. It's presence indeed cuts across the length and breadth of India. Over 4 million Tata vehicles ply on Indian roads, since the first rolled out in 1954. Technological prowess, and engineering par excellence that ensures safety and sustainability, are its priorities. This is one of India's biggest automobile manufacturing company with an extensive range of integrated, smart and e-mobility solutions in its portfolio. TML's strong presence over years is heralded by its ability to offer quality products by connecting customer aspirations with innovative mobility solutions.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

**BRAND NAME: TATA MOTORS**

Brand logo : The Tata Motors logo consists of the word "TATA" in a bold, blue, sans-serif font, with a small blue triangle pointing upwards to the left of the first letter "T". To the right of "TATA" is the word "MOTORS" in a slightly smaller, bold, blue, sans-serif font.

Brand Color: The brand marks appear in the Tata blue on a white background.

Brand tagline : Connecting Aspirations.

Brand Mission : The mission of tata is to innovate mobility solutions with passion to enhance the quality of life.

Brand values : Integrity, Teamwork, Accountability, Customer focus, Excellence and Speed.

Unique selling proportion : The USP of Tata Motors is that they are fuel efficient, easy to drive and safety. An economical person might buy it because of fluctuating prices of oil. Ease of driving and a sense of safety will please any and everyone. This is what sets Tata motors apart from the other automobile companies of the country.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

**Brand Messaging:** Informative and interesting.

For example:

<https://www.instagram.com/tatamotorsgroup/?hl=en>



- **Analyze Brand Messaging**

The brand messaging of Tata Motors is centered around innovation, reliability and customers. They showcased their commitment to produce quality vehicles with the best safety features at affordable prices using the advanced automotive technology to a wide range of customers. Their brand messaging highlights their global reach and ambitions and positioning themselves as a player on the international stage as well as emphasizes their commitment to reducing the environmental impact of their products.

- **Examine the brand's tagline**

The tagline of Tata Motors is "Connecting Aspirations" which reflects their commitment to providing vehicles that align with the aspirations and needs of their customers. It signifies the company's dedication to creating innovative and reliable vehicles that cater to the dreams and ambitions of their customers. So, It conveys the idea that Tata Motors aims to connect people's dreams, ambitions, and desires with their range of vehicles and services.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

## Competitor 1: Ashok Leyland.

[https://en.wikipedia.org/wiki/Ashok\\_Leyland](https://en.wikipedia.org/wiki/Ashok_Leyland)



Ashok Leyland is an Indian multinational automotive manufacturer headquartered at Chennai. It is owned by the Hinduja Group. It was founded in 1948 as Ashok Motors which became Ashok Leyland in the year 1955. It offers heavy and medium commercial vehicles and related components; light commercial vehicles, and power solution systems.

**USP:** Ashok Leyland is dedicated to providing excellent after-sales service and support to its customers. This focus on their customer satisfaction which contributes to their overall USP. They also emphasize customization options, allowing customers to select vehicles tailored to their specific needs and requirements.

**Online Communication:** Ashok Leyland, like many companies, was actively engaging in online communication through various channels to connect with its customers, partners, and stakeholders.

- Ashok Leyland maintains an official website ([www.ashokleyland.com](http://www.ashokleyland.com)) where they share information about their products, services, corporate initiatives, news and updates. The website serves as a central hub for online communication.
- The company has active profiles on popular social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and YouTube. These platforms are used to share announcements, product launches, company news, videos, and engage with the audience.
- Ashok Leyland also offer email subscription services, online press release distribution services and organize webinars, virtual events, or live streams to connect with customers.



### **Competitor 2 :** Force Motors.

[https://en.wikipedia.org/wiki/Force\\_Motors](https://en.wikipedia.org/wiki/Force_Motors)

Force Motors is an Indian automotive company that specializes in manufacturing commercial vehicles, tractors, and automotive components. The company was established in 1958 and is headquartered in Pune, Maharashtra, India. From 1958 until 2005, the company was known as Bajaj Tempo Motors because it originated as a joint venture between Bachraj Trading Ltd and Germany's Tempo.

**USP :** The USP of Force Motors is it is well known for producing robust and reliable commercial vehicles that are designed to perform well in various challenging conditions. It has developed its own designs and technologies, which have contributed to its reputation for producing vehicles and engines tailored to the specific needs of the Indian market. Force Motors often offers customization options for its commercial vehicles, allowing customers to tailor the vehicles to their specific requirements.

**Online Communication :** Force Motors' online communication primarily involved their official website, social media presence, and potentially other digital platforms.

- Force Motors likely maintains an official website that provides information about their products, services, company history, news, events, and contact details.
- Force Motors may have active social media profiles on platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube which allow the company to share updates, product launches, promotional campaigns, and engage with their audience through posts, images, videos, and interactive content.
- Force Motors maintain a blog on their website where they share informative articles, industry insights, and updates related to their products and services. The company also host virtual events, webinars, or online workshops to engage with customers.

**COMPETITOR 3 :** Mahindra & mahindra.

[https://en.wikipedia.org/wiki/Mahindra\\_%26\\_Mahindra](https://en.wikipedia.org/wiki/Mahindra_%26_Mahindra).



Mahindra & Mahindra is an Indian multinational automotive manufacturing corporation, headquartered in Mumbai. It was established in 1945 as Mahindra & Mohammed and later renamed as Mahindra & Mahindra. Mahindra is well-known for producing a wide range of vehicles, including SUVs (sports utility vehicles), trucks, commercial vehicles, and agricultural machinery.

**USP :** Mahindra SUV's have a stronghold in the Indian commercial taxi market which have good performance on tough terrains.

**Online Communication:** Mahindra & Mahindra was actively engaged in online communication to connect with its customers, stakeholders, and the general public.

- Mahindra & Mahindra likely maintains an official website that serves as a central hub for information about their products, services, company news, corporate social responsibility (CSR) initiatives.
- The company is present on major social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube. These platforms are used to share updates, announcements, product launches.
- The company also employ digital marketing strategies, including search engine optimization (SEO) and pay-per-click (PPC) advertising to promote their products, services, and campaigns to specific audiences.
- Mahindra & Mahindra host webinars, live streams, or virtual events to showcase new products, discuss industry trends, and engage with a wider audience in real time.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Persona:** The audience personas for Tata Motors would involve understanding the diverse range of customers they cater to. Here are some general criteria that could be considered when developing audience personas for Tata Motors:



## **1. Demographics:**

- Age: Range from young professionals to retirees.
- Gender: Both male and female.
- Location: Urban and rural areas in India and international markets.
- Income: Varied income levels, from middle class to affluent.

## **2. Usage and Lifestyle:**

- Family Size: Individuals, couples, families with children, and extended families.
- Commuting Needs: Daily commuters, occasional travelers, long-distance drivers.
- Lifestyle: Urban dwellers, suburban families and rural residents.

## **3. Preferences and Values:**

- Environmental Concerns: Eco-conscious consumers interested in electric or hybrid vehicles.
- Safety Priorities: Customers who prioritize safety features and advanced driver-assistance systems.
- Brand Loyalty: Existing Tata Motors customers who value the brand's reliability and reputation.

## **4. Purchase Behavior:**

- Budget Constraints: Value-oriented customers seeking affordable options.
- Luxury Seekers: Customers interested in premium and high-end models.
- Financing Preferences: Cash buyers vs. those looking for financing or lease options.
- Research Habits: Customers who extensively research online before making a purchase.

## **5. Communication Preferences:**

- Information Sources: Customers who rely on automotive magazines, online reviews, social media, and word-of-mouth recommendations.
- Communication Channels: Customers who prefer digital communication, email, social media, or in-person interactions at dealerships.

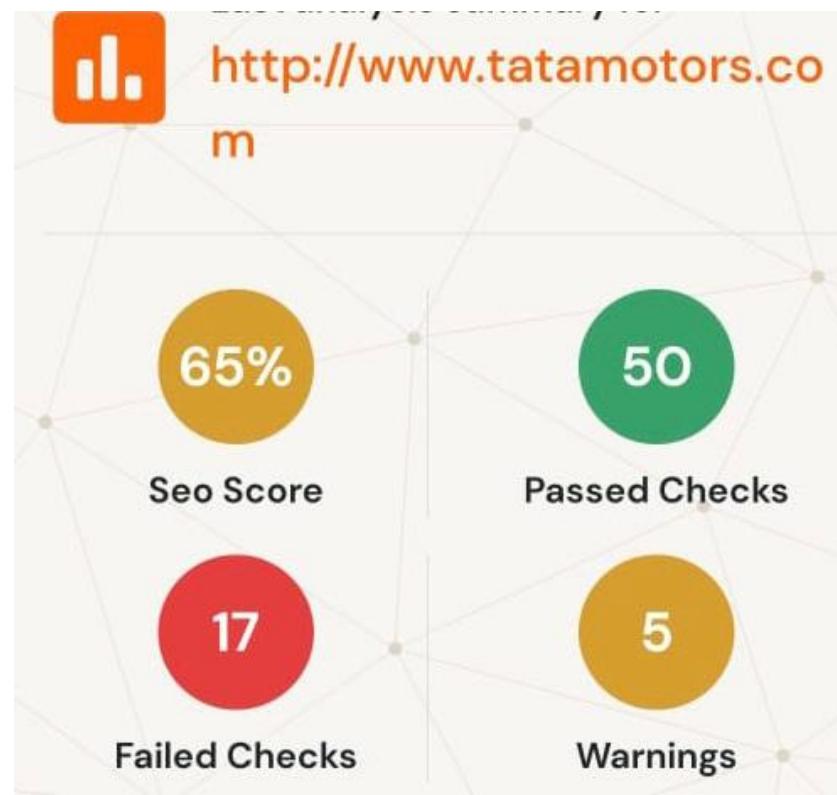
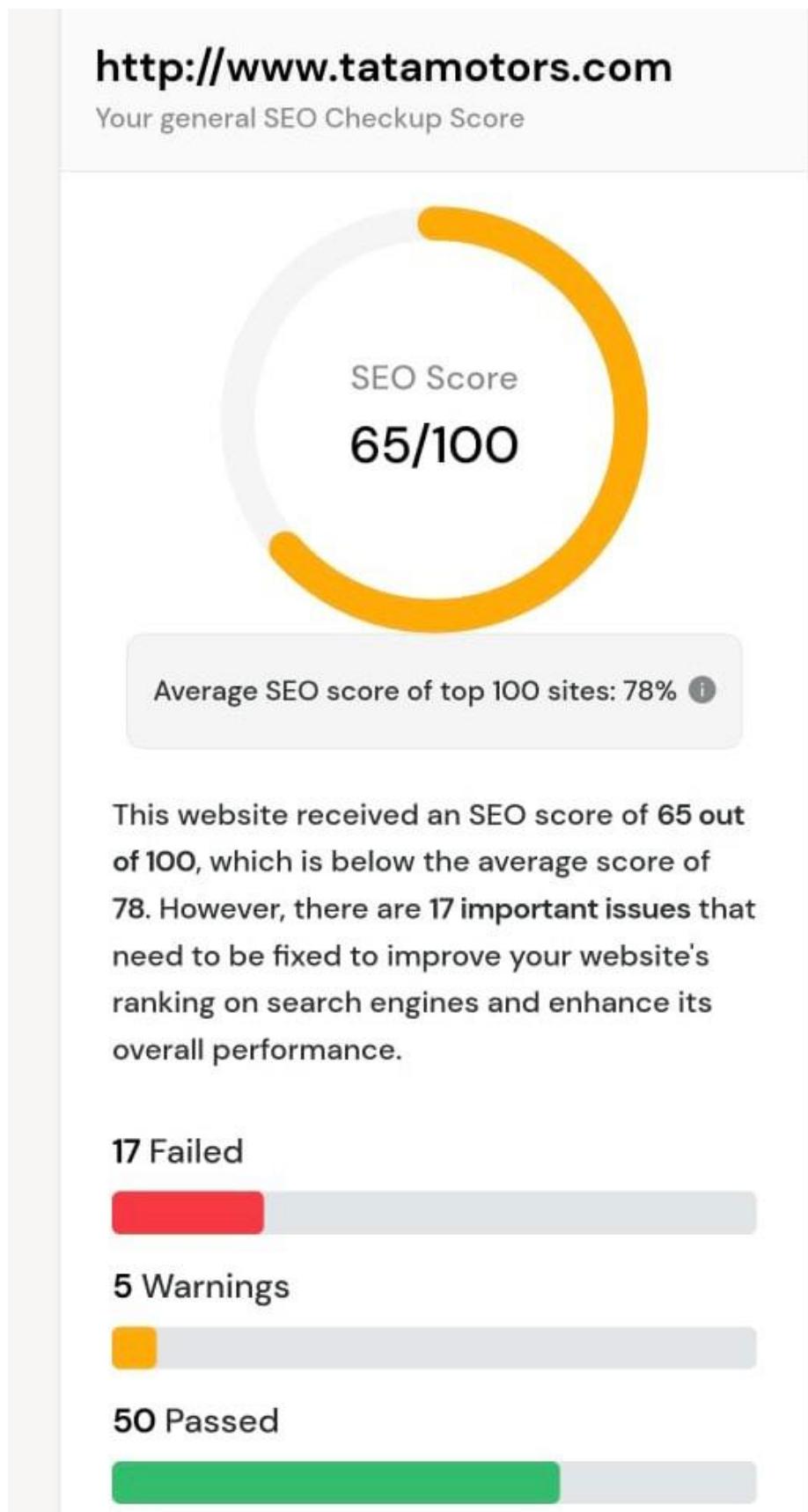
## **6. Cultural and Regional Considerations:**

- Local Preferences: Customers in different regions of India with specific preferences.
- Cultural Factors: Considerations related to cultural values, traditions, and trends.

## **7. After-Sales Service Preferences:**

- Customers who highly value after-sales service and support.
- DIY Enthusiasts: Customers who prefer to perform basic maintenance on their vehicles.

# Part 2: SEO & Keyword Research



## Task list of SEO Improvements

Add a H1 heading to this page. **Very important!**

Fix errors regarding the language markup of your web page. **Very important!**

Try to reduce the number of used CSS files. **Very important!**

Try to reduce the number of used JavaScript files. **Very important!**

Review and improve the page title. **Important!**

### Meta specifications

#### Title

(Critically important)

Largest Automobile Manufacturer, Biggest Automobile Company in India

The page title should be shorter than 580 pixels. It is 644 pixels long. [Optimize title](#)

✓ There are no duplicate words in the title

#### Meta description

(Critically important)

About Us Tata Motors Limited, a USD 37 billion organisation, is a leading global automobile manufacturer with a portfolio that covers a wide range of cars, SUVs, buses, trucks, pickups and defence vehicles.

The meta description is too long: 1269 pixels from max. 1000 pixels. [Optimize description](#)

## **META TITLE TEST**

This webpage has a title tag of an optimal length of 68 characters. There is a target for the number of characters to be used for title tag which is between 10 and 70 characters.

**TITLE TEXT :** Largest Automobile Manufacturer, Biggest Automobile Company in India.

**LENGTH :** 68 characters.

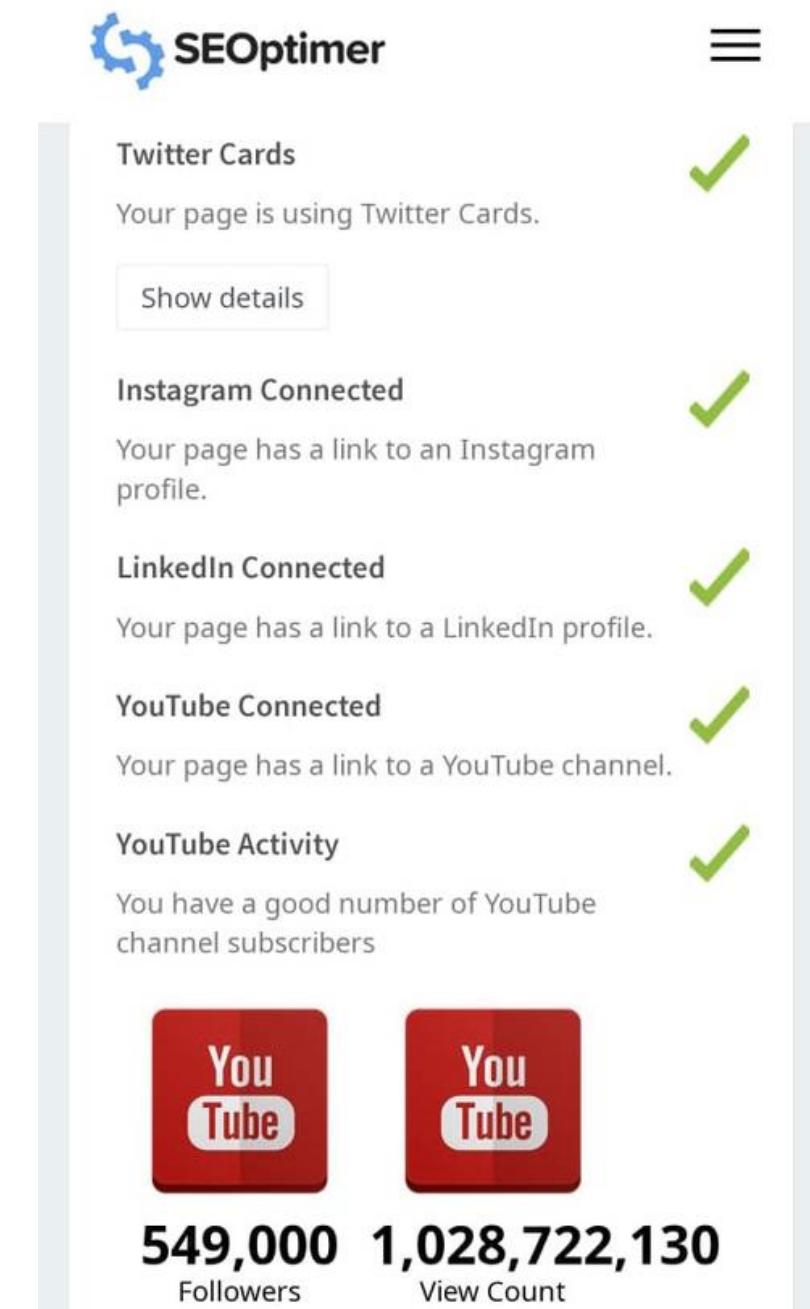
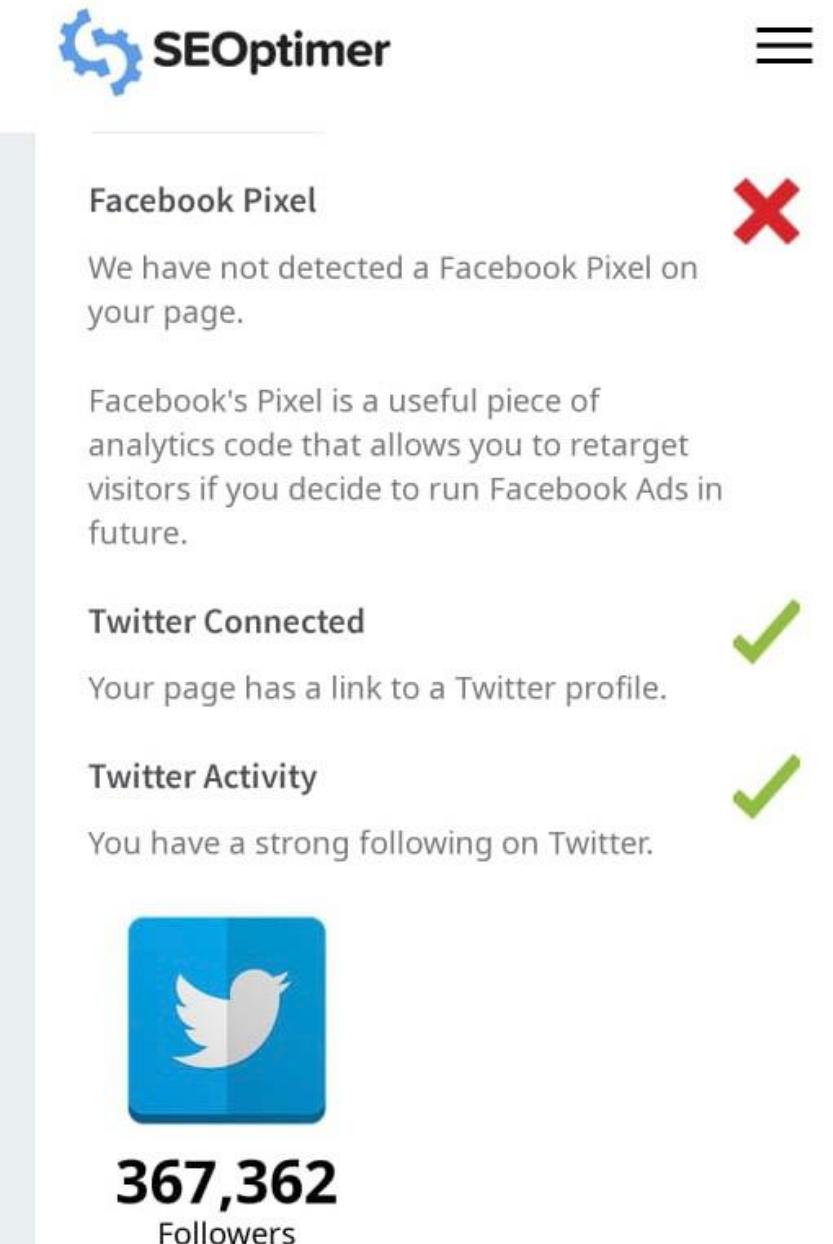
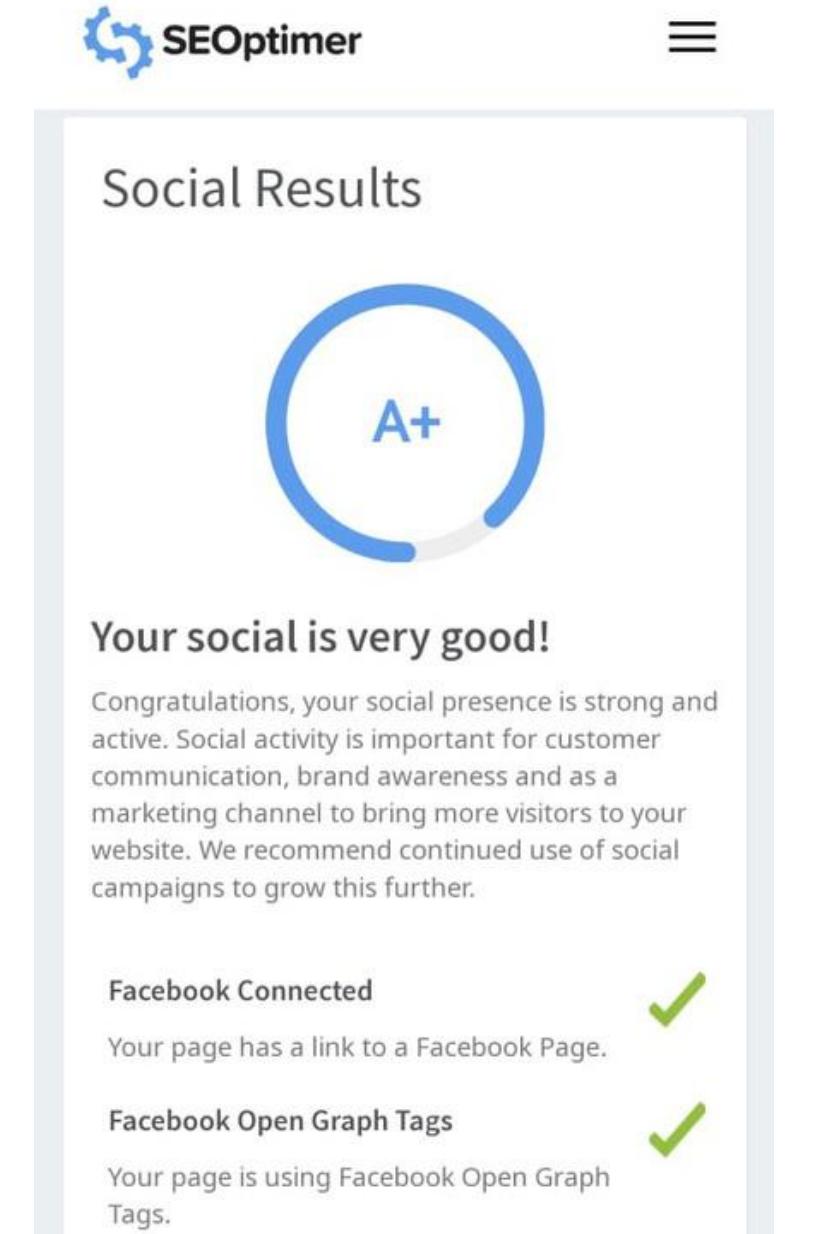
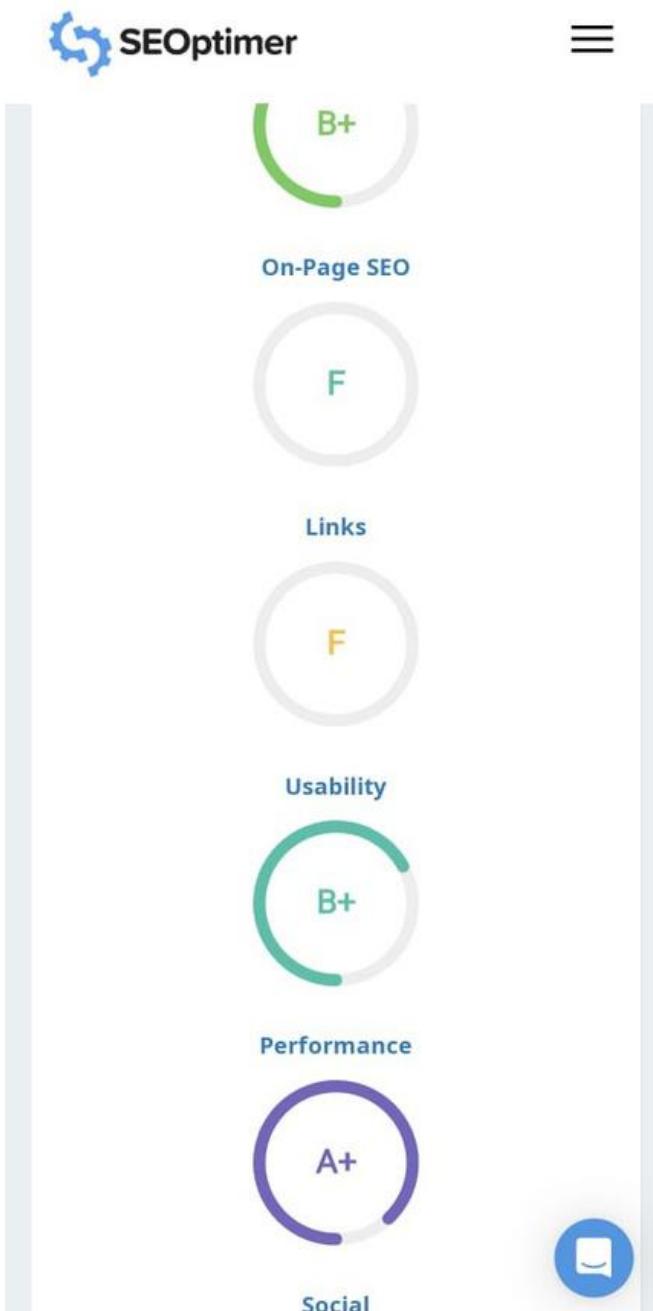
## **META DESCRIPTION TEST**

A Meta description is important for search engines to understand the content of the page and it is often shown as the description text blurb in search results. This webpage has a meta description tag with a length of 206 characters but it should ideally be between 70 and 160 characters. Thus, it is requires to shorten the meta description tag.

**DESCRIPTION TAG:** About us Tata Motors Limited, a USD 37 billion organisation, is a leading global automobile manufacturer with a portfolio that covers a wide range of cars, SUV's, buses, trucks, pickups and defence vehicles.

**LENGTH:** 206 characters.

# AUDIT RESULTS



# KEYWORD RESEARCH

## Research objectives

Keyword research objectives for Tata Motors could vary depending on their specific goals and strategies at a given time. So, here are some potential research objectives that Tata Motors consider:

- Brand Visibility & Awareness :Identify keywords related to Tata Motors', products, and services to ensure high visibility in search results and focus on keywords that showcase Tata Motors' USP.
- Competitor Analysis: Explore competitor keywords to differentiate Tata Motors' and highlight unique features.
- Local and Global Markets: Determine keywords that are relevant to the geographic regions, helping Tata Motors to tailor the campaigns to specific markets and research keywords in local languages to enhance visibility and engagement.
- Industry Trends: Monitor keywords related to emerging automotive trends, technologies, and innovations to showcase Tata Motors' commitment to staying at the forefront of the industry.
- Content Planning: Generate a list of keywords for content creation, including blog posts, articles, videos, and other multimedia formats.

# Keywords:

- tata motors
- motors group
- vehicles tata motors
- vehicles tata
- tata motors group
- tata
- tata nexon
- tata cars
- tata punch
- tata SUV's
- tata harrier

Most important keywords		
Keyword	Result	Recheck
Tata	68%	<a href="#">Check</a>
Motors	68%	<a href="#">Check</a>
Tata Motors	68%	<a href="#">Check</a>
Tata Motors Limited	60%	<a href="#">Check</a>
Automobile	58%	<a href="#">Check</a>
Manufacturer	58%	<a href="#">Check</a>

## Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.



## Phrases

Phrase	Title	Meta Description
tata motors	✗	✓
q1 fy24	✗	✗
motors group	✗	✗
previous next	✗	✗
vehicles tata motors	✗	✗
vehicles tata	✗	✗
tata motors group	✗	✗
driver assistance blog	✗	✗

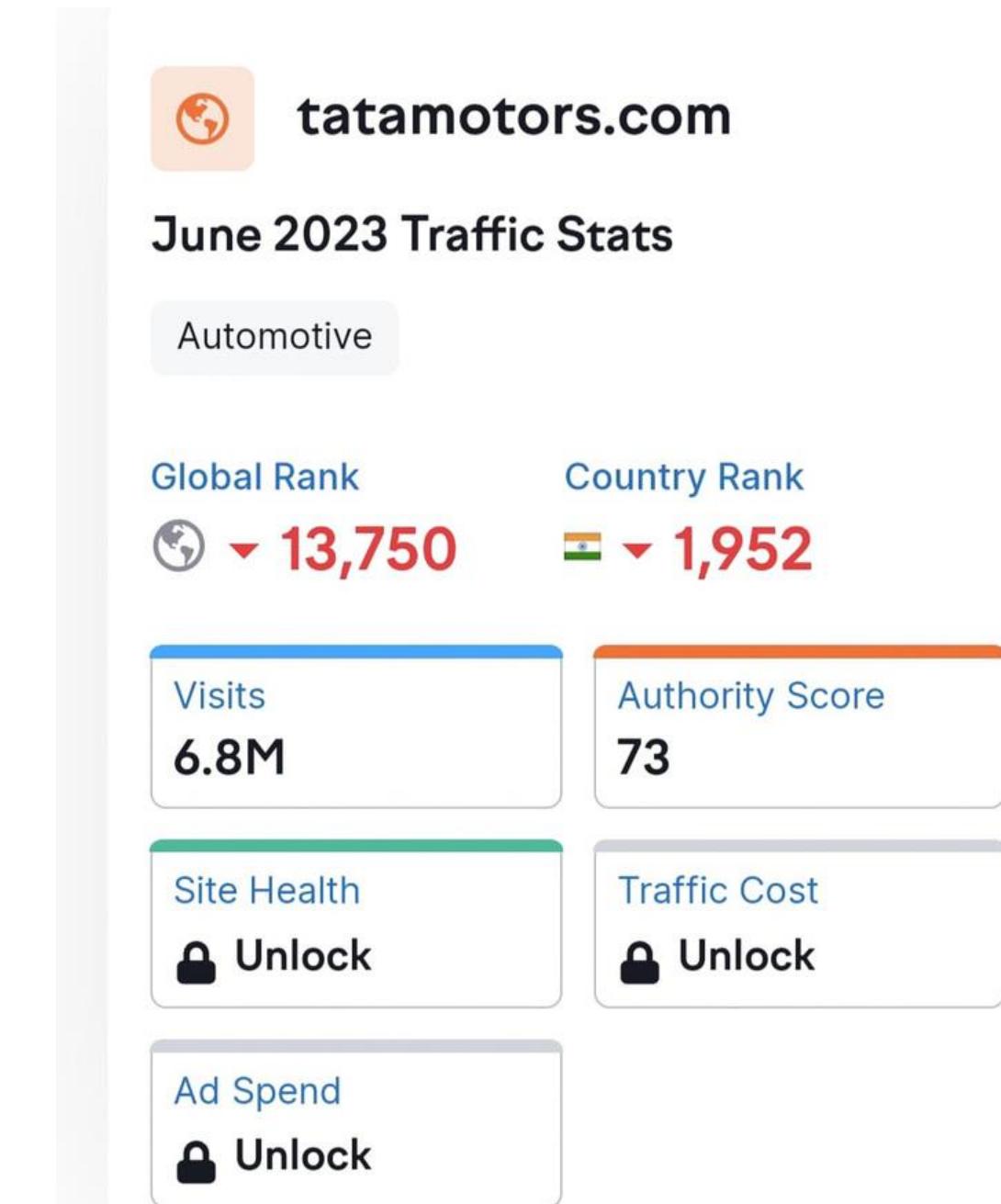
## ON PAGE OPTIMIZATION

About us Tata Motors Limited, a USD 37 billion organisation, is a leading global automobile manufacturer with a portfolio that covers a wide range of cars, SUV's, buses, trucks, pickups and defence vehicles.

- **Global rank-** 13,750.
- **Country rank-** 1,952.
- **Authority score-** 73
- **Total visits-** 6.8M.
- **Visits per day-** 2.2
- **Average duration of visit-** 17:54.
- **Bounce rate-** 74.17%.

### TOP COUNTRIES IN TERMS OF WEBSITE TRAFFIC

- India-91.13%
- United states-5.5%
- Indonesia-1.13%
- UK-0.31% followed by other countries.



## tatamotors.com Traffic and Visitor Engagement

Benchmark website's performance against your competitors by keeping track of key indicators of onsite behavior. In June tatamotors.com received 6.8M visits with the average session duration 17:54. Compared to May traffic to tatamotors.com has decreased by -21.5%.

Visits  
**6.8M** -21.5%

Pages / Visit  
**2.2**

Avg. Visit Duration  
**17:54**

Bounce Rate  
**74.17%**

### Total Visits last 3 months

Jun  
**6.8M**

May  
**8.6M**

Apr  
**8.2M**

## tatamotors.com Website Traffic by Country

See the global distribution of visitors to your competitor's website and start tapping into overlooked markets. Tatamotors.com's core audience is located in India followed by United States, and Indonesia.

Country	Tablet	Desktop	Mobile	
India	91.13%	6.2M	<b>12.33%</b>	<b>87.67%</b>
United States	5.5%	372.2K	<b>48.67%</b>	<b>51.33%</b>
Indonesia	1.13%	76.8K	<b>100%</b>	<b>0%</b>
United Kingdom	0.31%	21.2K	<b>58.6%</b>	<b>41.4%</b>
Japan	0.29%	19.9K	<b>100%</b>	<b>0%</b>

[See all countries](#)

## tatamotors.com Website Traffic Journey

Learn where visitors browse before landing on your competitor's site and where they go after to find new opportunities for attracting your competition's audience

Purchase a PRO plan + Semrush .Trends to unlock your competitor's marketing strategies →

Desktop ▾ | Jun 2023 ▾

### Top Sources

Direct  
**42.22%** -1.09%

bing.com  
**3.11%** +92.53%

google.com  
**2.02%** +56.21%

google.co.in  
**2.01%** +52.87%

google.com  
**47.42%** -13.94%

successfactors.eu  
**22.93%** -29.95%

microsoftonline.com  
**5.13%** -25.28%

whatsapp.com  
**2.85%** +107.36%

linkedin.com  
**2.80%** -35.95%

## Part 3: Content Ideas and Marketing Strategies

- Content Calendar for the month of July:



The image shows a monthly calendar for August 2023. The month is written in a large, elegant cursive font at the top left. A large gold-colored feather is positioned on the left side. In the bottom right corner, there is a stylized illustration of a car. The calendar has a light beige background with a grid of days. The days of the week are labeled at the top: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. The dates are as follows:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 Posted a photo- Tata Motors Tiago NRG	2	3	4	5 Asked any queries about Tata Motors
6 Created a poll- Asked them about Competitors of Tata Motors	7 Promoted Tata iCNG Range	8	9	10 Promoted Email campaigns	11	12 Social media post- Commercial vehicles
13	14 Social media poll- which is the best SUV	15	16 Social media post- Tata Motors ALTROZ iCNG	17	18 Social media Quiz about Tata Motors	19
20	21	22 Posted a reels about Tata Motors Commercial vehicles	23	24 Social media post- Tata Motors ACE EV	25	26
27 Promoted Tata Motors Nexon	28	29	30	31 Short video about Tata Motors		

## Part 3: Content Ideas and Marketing Strategies

- **Content Ideas:** Content ideas refer to the concepts, topics, or themes that can be used to create various forms of content, such as blog posts, social media posts, videos, podcasts, infographics, and more. The goal of generating content ideas is to provide valuable and engaging information to your target audience, whether it's for entertainment, education, or promotion of products or services.

So, here are some of the Content Ideas of **Tata Motors 2023**:

1. **Electric Vehicle Innovations:** Tata Motors have advancements in electric vehicle technology and their commitment to sustainable transportation. They focus on their latest electric vehicle models, battery technology improvements, and charging infrastructure expansion.
2. **Autonomous Vehicles and Connectivity:** Tata Motors have progress in autonomous driving technology and they are integrating advanced connectivity features into their vehicles for a more seamless and safer driving experience.

**3. Safety Features:** The safety features and technologies incorporated in Tata Motors' latest models, such as advanced driver assistance systems, crash avoidance technology, and pedestrian detection.

**4. New Model Launches:** The introduction of new and revamped vehicle models with improved performance, design, and user experience, and highlight the unique selling points of each one.

**5. Corporate Social Responsibility (CSR) Initiatives:** Tata Motors' CSR efforts, such as community development programs, environmental conservation initiatives, and contributions to society's welfare.

**6. Global Expansion:** Tata Motors' plans for international markets, expansion strategies, and collaborations with other automotive companies to strengthen their global presence.

- **Marketing Strategies** : Marketing strategies are comprehensive plans and actions that organizations develop and implement to promote their products or services, reach their target audience, and achieve their business objectives. These strategies are designed to effectively communicate with potential customers, create brand awareness, generate leads, and ultimately drive sales and revenue. A successful marketing strategy aligns with the company's overall business goals and considers the market, competition, and the target audience's needs and preferences.

Here, are some key Marketing Strategies of **Tata Motors** for 2023 :

1. **Product Differentiation:** Tata Motors focuses on offering a diverse range of vehicles catering to different market segments. They position their vehicles with unique features and competitive pricing to stand out from competitors.
2. **Digital and Social Media Marketing:** Leveraging digital channels, social media platforms, and influencers can help Tata Motors reach a wider audience, particularly tech-savvy and younger demographics.

**3. Celebrity Endorsements:** Leveraging popular celebrities as brand ambassadors, Tata Motors aimed to create a stronger emotional connection with their audience and increase brand recall.

**4. Innovative Campaigns:** Tata Motors rolled out creative and innovative marketing campaigns to attract attention and differentiate themselves from competitors. These campaigns often focus on the brand's key messages, such as reliability, durability, and customer satisfaction.

**5. After-Sales Service Promotion:** Highlighting their robust after-sales service network and customer support is another aspect of Tata Motors' marketing strategy to instill confidence in buyers.

**6. Partnerships and Collaborations:** Collaborating with other businesses or organizations, including government bodies, allowed Tata Motors to showcase their capabilities and expand their reach.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Post Creation:**

#### **Format 1 - Blog Article**

- Aim : To be a global automotive company that provides a wide range of innovative, high-quality, and sustainable mobility solutions.
- Date : 01/08/2023
- Idea : To create and offer a diverse range of vehicles that cater to various segments of the automotive market.
- Topic : Tata Motors Global Expansion.

## **Format 2 -**

### **Video**

- Aim : To make target audience understand about Tata Motors products.
- Date : 01/08/2023
- Idea : Tata Motors is to create and deliver high-quality vehicles and mobility solutions.
- Topic : Develop detailed profiles of typical customers, including their characteristics, goals, challenges, and motivations.
- Video Link : [https://drive.google.com/file/d/1-2YlfojlrI EW-XTJ4wdNG1Ea308A\\_NEv/view?usp=drivesdk](https://drive.google.com/file/d/1-2YlfojlrI EW-XTJ4wdNG1Ea308A_NEv/view?usp=drivesdk)

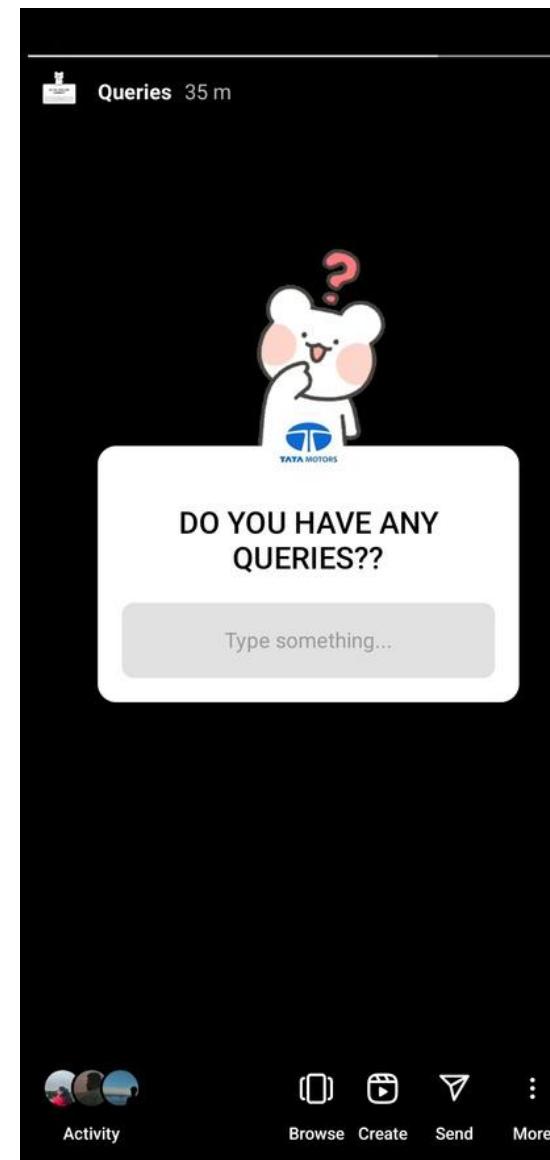
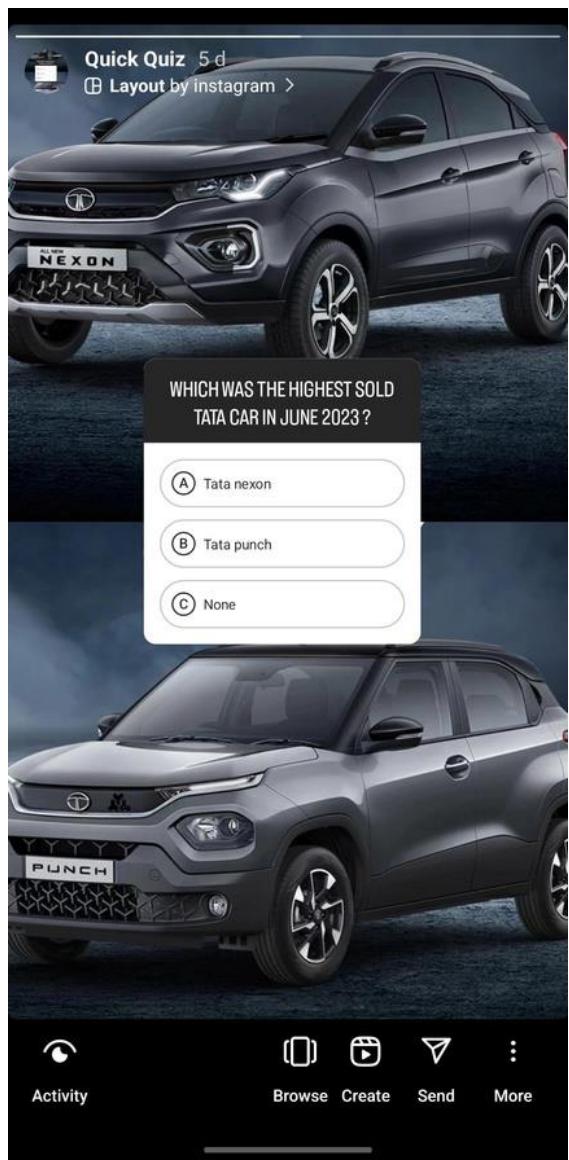
## Format 3 - post

- Aim : To build a brighter, greener Future.
- Date: 02/08/2023
- Idea : To make sure the journey is always flawless.
- Topic : To implement the highest level of Safety in vehicles.



# Instagram Story

**INSTAGRAM ID :**  
**tata.motors.23**



## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Designs/Video Editing**

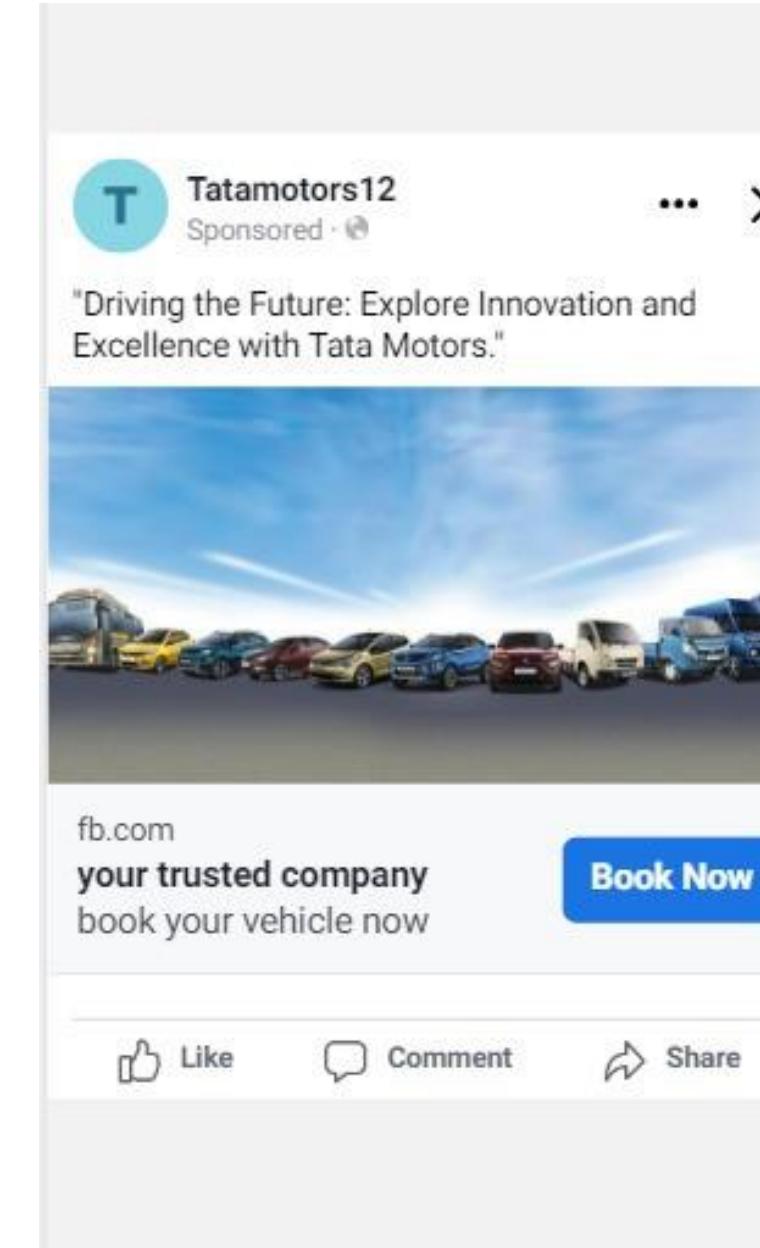
**INSTAGRAM LINK :** <https://www.instagram.com/reel/Cvc3kGFL-n2/?igshid=MTc4MmM1Yml2Ng==>

**GOOGLE DRIVE LINK :** [https://drive.google.com/file/d/1-8Ylv0PptqbNRkLxK\\_naocP5jXjSWTgE/view?usp=drivesdk](https://drive.google.com/file/d/1-8Ylv0PptqbNRkLxK_naocP5jXjSWTgE/view?usp=drivesdk)

# Social Media Ad Campaigns



Brand Awareness



Generating Leads



Driving Website Traffic

- **Advertising Goals:** Tata Motors' advertising goals revolved around promoting their brand image, showcasing new vehicle launches, highlighting features and innovations, increasing market share, attracting new customers, and establishing a strong presence in both domestic and international markets.
- **Audience Targeting:** Tata Motors typically targets a diverse audience, including individuals and businesses. Their audience segmentation may vary depending on the specific product or vehicle they are promoting. Generally, Tata Motors targets consumers who are looking for reliable and affordable vehicles in various segments, such as compact cars, sedans, SUVs, and commercial vehicles.
  - ~Demography : Middle-aged Adults (36-55): This age group may be targeted with a wider range of vehicles, including sedans and SUVs, offering more features, comfort, and safety to cater to family-oriented and professional individuals.
  - ~Geography: Tata Motors' largest market is in India, where their target audience includes a wide range of consumers. They cater to families, young professionals, and individuals seeking affordable and practical transportation solutions in both urban and rural areas.
  - ~Behavior : Tata Motors target, Budget-Conscious Consumers, Environmentally Conscious, Safety-Oriented, etc.

- **Ad Creation:** Image-based ad creative can be highly effective in driving website traffic.

Visual Appeal (image-based):

Take an image of Cars like Spacious and Family-Friendly SUVs, Classic and Vintage Cars, Sporty and Powerful Sports Cars,etc. which would attract all adult age groups.

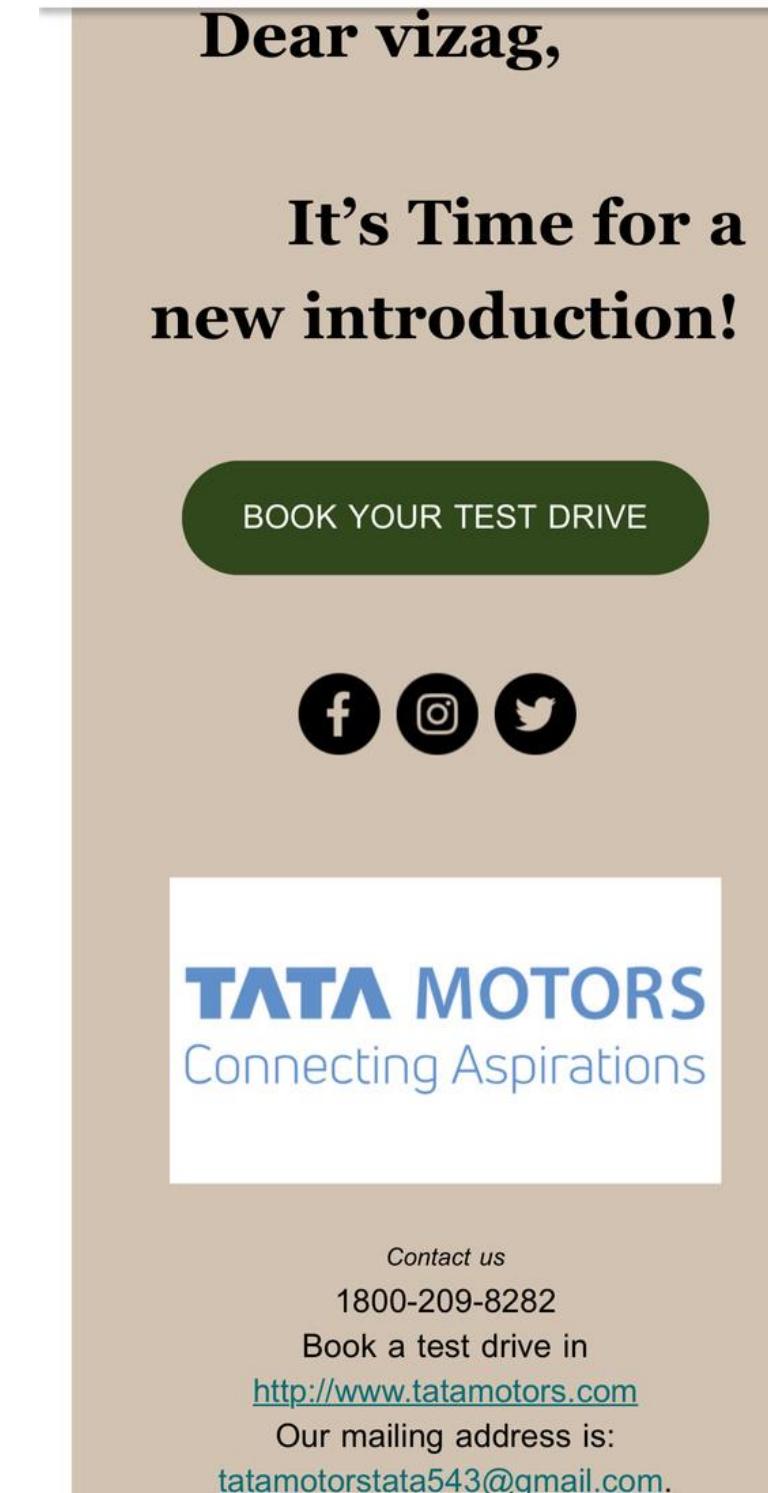
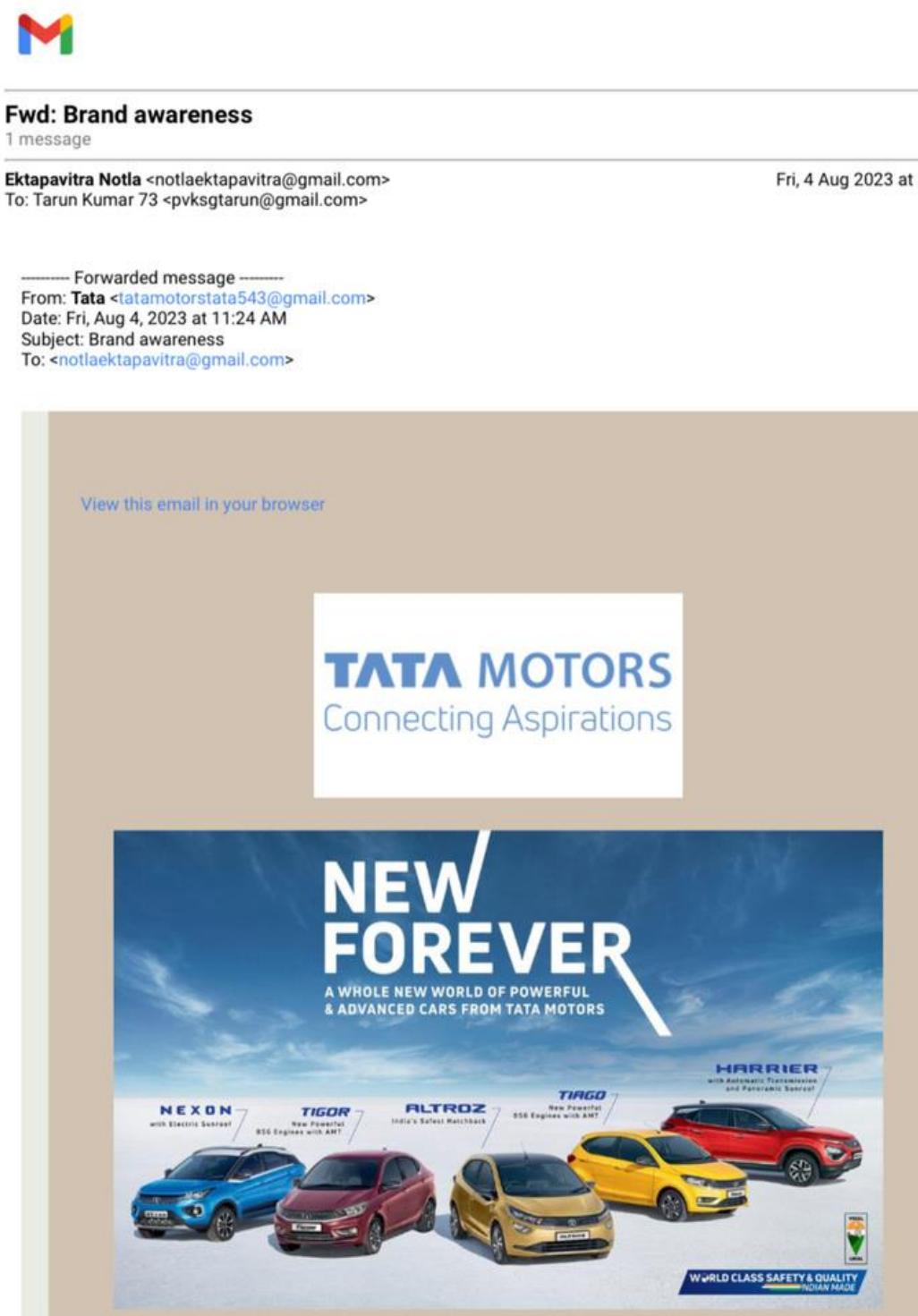
- **Ad Copy**

:

"We make sure your journey is always flawless by combining cutting-edge technology and implementing the highest level of safety in our vehicles.

#TataMotors #ConnectingAspirations #TataMotorsCommercialVehicles "

# Email Ad Campaign 1 - Brand Awareness



# Email Ad Campaign 2 - Lead Generation



## Fwd: Lead Generation

1 message

Ektapavitra Notla <notlaektapavitra@gmail.com>  
To: Tarun Kumar 73 <pvksgtarun@gmail.com>

Fri, 4 Aug 2023 at 12:25 pm

----- Forwarded message -----

From: ekta <tatamotorstata543@gmail.com>  
Date: Fri, Aug 4, 2023 at 12:23 PM  
Subject: Lead Generation  
To: <notlaektapavitra@gmail.com>

[View this email in your browser](#)

**TATA MOTORS**  
Connecting Aspirations

Avail to this exciting offer.....at your nearby Tata showrooms



Visit the nearby showroom soon.....



**TATA MOTORS**  
Connecting Aspirations

Contact us  
1800-209-8282  
our mailing address:  
[tatamotorstata543@gmail.com](mailto:tatamotorstata543@gmail.com)

## **Lessons learned**

- we learned how to promote the products or services of a company using various social media websites like instagram, fb and email etc.,
- we were also taught how to reach the target audience in more number in less time effectively.
- we have learnt how to study about a comany and its customers and also to perform analysis about its behaviour.

## **Challenges faced**

- It was quite challenging while creating a creative and strategic videos to reach out target audience.
- We faced problem while creating the email ads or campaigns as we are new for the digital marketing.
- Maintaining a consistent posting schedule and tone throughout the campaign is vital for building brand identity and trust.