Comprehensive Digital Marketing Project Work

Team & Registration No. –

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

Brand name: Hero MotoCorp Ltd

Website: www.heromotocorp.com

Brand Colours: Red and Black

Logo:

Unique selling propositions (USPs): Hero MotoCorp's USP is its commitment to providing high-quality, reliable, and efficient mobility solutions that fulfill the diverse needs of its customers.

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

Vision: "BE THE FUTURE OF MOBILITY"

Mission:

CREATE	COLLABORATE	INSPIRE
• Re-define mobility through the creation of a mobility roadmap. • Set best practice and benchmarks for the industry.	• Leverage partnerships and exhibit Teamwork. • Co-create solutions that benefit the community, while caring for both the internal and external environmental ecosystems and support sustainability.	• Move forward with purpose. • Inspire our colleagues, customers and communities. • Thrive on the local and global stage.

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

Values: PASSION: We have the 'JOSH'– we are driven to deliver our best every day; loving what we do, be bold and have fun

INTEGRITY: Our behavior is ethical and do the right thing when no one is watching.

RESPECT: We show regard and appreciation for everyone; celebrate diversity, act with confidence yet humility.

COURAGE: We are Risk-takers, pioneers, unafraid to question the status-quo.

RESPONSIBLE: We are Accountable for our actions and performance; delivering outcomes as a team, caring for each other and the environment.

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

- **Brand Messaging Analysis:** Hero MotoCorp's brand messaging revolves around its mission to provide world-class mobility solutions, its strong brand image of reliability and affordability, and its extensive distribution network.

- **Brand's tagline:** The company's tagline is "Hum Mein Hai Hero," which translates to "There is a Hero in us". The tagline reflects the company's vision of empowering India with its bikes and providing world-class mobility solutions.

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

Competitor 1: Bajaj Auto Ltd
USPs: wide range of products, strong market presence, focus on innovation, brand reputation, and cost-effective solutions.
online communication: updates, product launches, promotions, and engage with their audience.

Competitor 2: TVS Motor Company
USPs: Wide Range of Products, Strong Customer Reach, Celebrity Brand Ambassadors, Focus on Sustainable Mobility.
online communication: TVS leverages social media for updates and launched a new mobile app, TVS A.R.I.V.E, enabling customers to explore and purchase models online.

Competitor 3: Yamaha Motor Co Ltd
USPs: Yamaha Motor's USP is design, quality, safety, and employee health. The company delivers exciting products and safe riding experiences.
online communication: its products, services, and corporate activities, and engages with its audience to provide updates and insights.

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

The target audience for Hero MotoCorp Ltd can be described as follows:

- **Demographic**: The company primarily targets males in the age group of 18-30
- **Socioeconomic**: The target audience is middle class
- **Psychographic**: The company aims to appeal to customers who value world-class mobility solutions and are passionate about motorcycles
- **Behaviours:** Customers seek credible brands with awards, while others prefer trendy and innovative brands. Balancing both can attract diverse customers.

The company aims to appeal to customers who value world-class mobility solutions and are passionate about motorcycles.
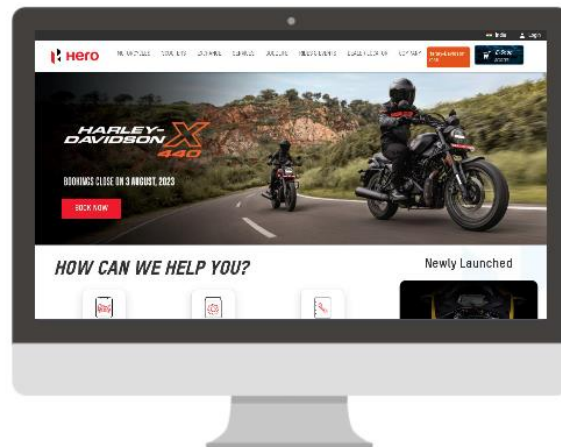
Part 2: SEO & Keyword Research

Audit Results for www.heromotocorp.com

● **SEO Audit:**

B-

Your page could be better

Recommendations: 18

A-	F	F	C+	A-
On-Page SEO	**Links**	**Usability**	**Performance**	**Social**

Part 2: SEO & Keyword Research

- **SEO Audit Recommendations:**

Recommendations

Toggle: | Links | On-Page SEO | Social | Performance | Other Improvements | Usability |

Recommendation	Category	Priority
Implement a XML sitemaps file	On-Page SEO	Medium Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority

Part 2: SEO & Keyword Research

- **On-Page SEO Results**

On-Page SEO Results

Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. 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 improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag ✓

You have a title tag of optimal length (between 10 and 70 characters).

Hero MotoCorp - India's Leading Two-Wheeler Manufacturer

Length : 56

Meta Description Tag ✓

Your page has a meta description of optimal length (between 70 and 160 characters).

Explore the world of Hero MotoCorp, India's favorite two-wheeler manufacturer. Explore our range of stylish and powerful two-wheelers. Find your dream ride now!

Length : 160

SERP Snippet Preview *i*

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://www.heromotocorp.com › en-in.html ⋮

Hero MotoCorp - India's Leading Two-Wheeler Manufacturer

Explore the world of Hero MotoCorp, India's favorite two-wheeler manufacturer. Explore our range of stylish and powerful two-wheelers. Find your ...

Part 2: SEO & Keyword Research

Keyword results for "www.heromotocorp.com"

Keywords	Monthly search volume	Competition
two wheeler	6600	MEDIUM
hero motorcycles	3,600	LOW
heromotocorp	1,900	LOW
2 wheeler	1,300	HIGH
bikes hero	880	HIGH
herohonda	880	LOW
online motorcycle	480	HIGH

Part 2: SEO & Keyword Research

Competitor Keywords Analysis

Keywords	Monthly search volume	Competition
ns 200	2,400	LOW
pulsar 250	1,900	LOW
bajaj pulsar	1,300	LOW
pulsar ns 250	1,300	LOW
Two wheeler	6,600	Medium
2 wheeler	1,300	HIGH
tvsmotor	1,900	LOW

Part 2: SEO & Keyword Research

Research Objectives for Hero MotoCorp Ltd:

1. To understand the changing customer preferences and aspirations for mobility and how they impact Hero MotoCorp's product development and marketing strategies.
2. To analyze the effectiveness of Hero MotoCorp's marketing campaigns and identify areas for improvement.
3. To explore the potential of leveraging data and insights to accelerate business transformation and reach new customers.
4. To evaluate the impact of Hero MotoCorp's supply chain transformation initiatives on operational efficiency and cost reduction.
5. To assess the market position of Hero MotoCorp in comparison to its competitors and identify opportunities for growth.

Part 2: SEO & Keyword Research

Meta Tag optimization ideas for Hero MotoCorp Ltd:

1. **Title Tag:** The title tag should include the brand name and relevant keywords, such as "Hero MotoCorp Ltd - India's Leading Motorcycle Manufacturer."
2. **Meta Description:** The meta description should provide a brief overview of the company's products, services, and unique selling proposition, such as "Hero MotoCorp Ltd offers a wide range of motorcycles and scooters with advanced technology and superior quality. Visit our website to explore our product range and experience the thrill of riding."
3. **Meta Keywords:** The meta keywords should include relevant keywords related to the company's products, services, and industry, such as "motorcycles, scooters, mobility solutions, technology, quality, customer satisfaction."
4. **Header Tags**: The header tags should be used to structure the content of the website and include relevant keywords, such as "About Hero MotoCorp Ltd," "Our Products," "Customer Support," etc.
5. **Alt Tags:** The alt tags should be used to describe the images on the website and include relevant keywords, such as "Hero MotoCorp Splendor motorcycle," "Hero MotoCorp Glamour scooter," etc.

Part 2: SEO & Keyword Research

Content optimization ideas for Hero MotoCorp Ltd

1. **Incorporate relevant keywords:** Based on the search results, some relevant keywords for Hero MotoCorp Ltd include marketing strategy, market segmentation, product range, brand identity, awards and recognition, and technological advancement. These keywords can be incorporated into the website content to improve its search engine ranking.
2. **Highlight the company's mission and vision:** Hero MotoCorp's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling, and quality. This can be highlighted on the website to showcase the company's values and objectives.
3. **Showcase the product range:** Hero MotoCorp offers a wide range of motorcycles and scooters with advanced technology and superior quality. The website can showcase the product range with detailed descriptions, images, and specifications to attract potential customers.
4. **Provide information on marketing strategy:** The website can provide information on Hero MotoCorp's marketing strategy, including market segmentation, targeting, differentiation, and positioning. This can help customers understand the company's approach to marketing and how it differentiates itself from competitors.

During the research and analysis phase of keyword research, there can be several challenges.
Here are some of the challenges :

- **Finding the right keywords**: Finding the right keywords that are relevant to the content and have a high search volume can be challenging.
- **Determining the value of a keyword**: Determining the value of a keyword requires analyzing various metrics to determine whether the phrase can attract target traffic to the website.
- **Data analysis**: Data analysis in research can be challenging, and researchers need to apply the right statistical or logical technique to make sense of the raw data.

Here are some key insights gained from keyword research:

- **Content optimization**: Keyword research can help identify the types of content that resonate most with the audience. This can help inform future content creation.
- **Audience targeting**: Keyword research can help identify the target audience for social media content. Tailoring the content to better align with the target audience's interests and preferences can increase engagement.
- **Posting frequency and timing**: Keyword research can help determine the best times and days to post content. Adjusting the posting frequency to align with these metrics can help increase engagement.
- **Data-driven decision making**: Keyword research can provide valuable data to make informed decisions about content creation, audience targeting, and posting frequency.

Part 3: Content Ideas and Marketing Strategies

Content Calendar July 2023

Jul-23						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Canada Day
2	**3** Benefits of electric vehicles	**4**	**5** Video showcasing the features of the VIDA V1 scooter	**6**	**7** Infographic on the history of Hero MotoCorp	**8**
9 Interactive quiz on motorcycle safety tips	**10**	**11**	**12** Podcast episode on the future of electric motorcycles	**13**	**14** Video of a customer testimonial	**15** Infographic on the benefits of motorcycle riding
16 Interactive quiz on the history of Hero MotoCorp	**17**	**18**	**19** Blog post on the latest motorcycle trends	**20**	**21** Video showcasing the manufacturing process of Hero	**22** Infographic on motorcycle maintenance tips
23 Interactive quiz on the benefits of electric motorcycles	**24**	**25**	**26** Podcast episode on the history of Hero MotoCorp	**27**	**28** Video of a behind-the-scenes tour of Hero MotoCorp	**29** Infographic on the benefits of motorcycle
30	**31** Interactive quiz on the latest					

Part 3: Content Ideas and Marketing Strategies

Marketing strategies that Hero MotoCorp Ltd has implemented or can consider implementing:

1. **Wide Variety of Products:** Hero MotoCorp targets different types of customers by launching a wide variety of products successfully. This strategy allows them to dominate the market and cater to the diverse needs and preferences of their customers.
2. **Awards and Recognition:** Hero MotoCorp has gathered many accolades over the years, which helps build trust and reliability among customers . Customers are more likely to rely on a brand that has been acknowledged with rewards and awards.
3. **Leveraging Data and Insights:** Hero MotoCorp is leveraging analytics, AI, and machine learning in collaboration with Accenture to reach new customers and accelerate business transformation . By utilizing data and insights, they can make informed decisions, stay on top of industry trends, and fulfill their global ambitions.
4. **Strong Online Marketing Strategy:** A strong online marketing strategy, including a user-friendly website and a scalable product or offerings, can help Hero MotoCorp compete effectively . This strategy allows them to enhance their online presence and engage with customers in the digital space.
5. **Supply Chain Transformation:** Hero MotoCorp has selected Accenture for supply chain transformation, which includes supply chain strategy, planning optimization, logistics cost optimization, and development of an end-to-end digital supply chain suite . This strategy enables Hero MotoCorp to manage the increasing complexity in products, markets, and supply chain networks while driving cost reduction.

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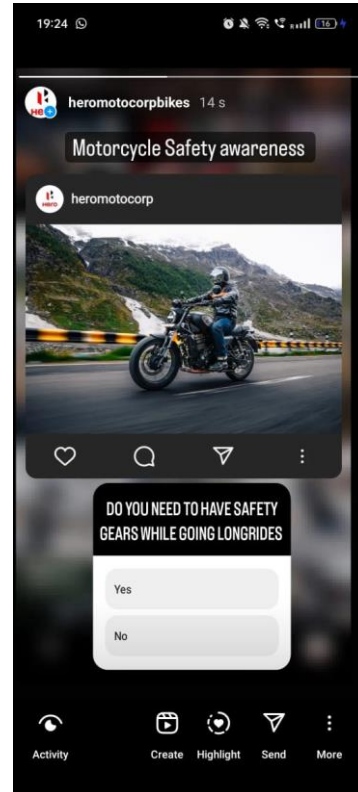
Post Creation

Format 1:
Instagram Story – Quiz
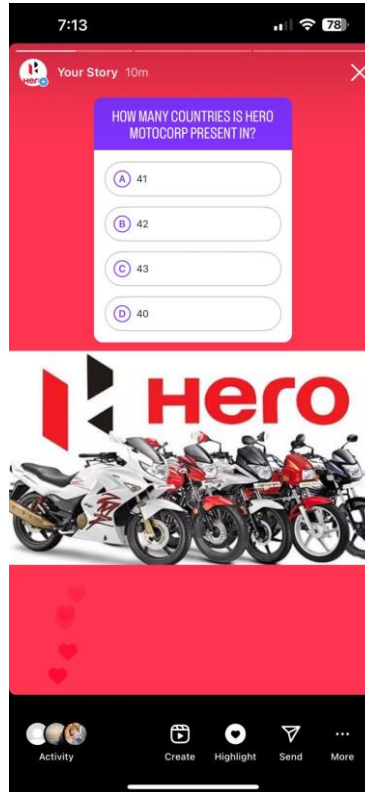
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation

Format 2:
Instagram Story - Poll

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

Post Creation

Format 3:
Instagram Story – Infographic Image

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

Video Creation

Instagram Post

Introducing Xplulse 200 4 v and 4v pro

https://www.instagram.com/reel/CvfG5ZUK
O_3/?igshid=MTc4MmM1YmI2Ng==

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

Based on the analysis of engagement metrics such as likes, comments, shares, impressions, and other relevant data, here are some strategies and areas for improvement:

Content optimization: Analyze the engagement metrics of posts and stories to identify the types of content that resonate most with the audience. Consider creating more of the content that receives high engagement and adjusting the content strategy accordingly.

Posting frequency and timing: Use timing metrics to determine the best times and days to post content. Adjust the posting frequency to align with these metrics to increase engagement.

Response rate and time: Monitor the response rate and time on social media profiles to assess the effectiveness of customer service. Consider restructuring the strategy if most client issues go unresolved.

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

Ad – 1 Brand Awareness

Advertising Goals: To increase brand awareness

Audience Targeting: People interested in motorcycles, outdoor activities, and adventure sports.

Ad Creation: Feature Hero motorcycles in action, with compelling copy highlighting the brand's reliability, performance, and style.
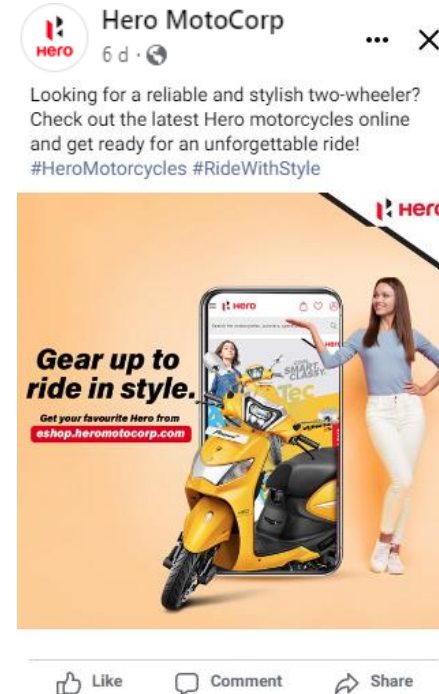
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Ad – 2 Driving website traffic

Advertising Goals: To drive website traffic

Audience Targeting: People interested in motorcycles, outdoor activities, and adventure sports.

Ad Creation: Feature Hero motorcycles in action, with compelling copy highlighting the brand's reliability, performance, and style.

Ad – 3 Generating Leads

Advertising Goals: To generate leads

Audience Targeting: People interested in motorcycles, outdoor activities, and adventure sports.

Ad Creation: Feature Hero motorcycles in action, with compelling copy highlighting the brand's reliability, performance, and style.

Email Ad Campaign 1 - Brand Awareness

Email Ad Campaign 2 - Lead Generation

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

Challenges

1. **Information Overload:** With the vast amount of content available online, it can be challenging to find relevant and high-quality content that resonates with your target audience.
2. **Time-Consuming:** Content curation can be a time-consuming process, requiring significant effort to find, filter, and organize content.
3. **Maintaining Consistency:** Consistency is key in content creation and curation. However, it can be challenging to maintain a consistent schedule and tone across all channels.
4. **Copyright Issues:** Copyright infringement is a significant concern when curating content. It is essential to ensure that the content is properly attributed and that permission is obtained before sharing.

Lessons Learned

1. **Define Your Goals:** Before starting the content creation and curation process, it is essential to define your goals and objectives. This will help you stay focused and ensure that your content aligns with your overall marketing strategy.
2. **Know Your Audience:** Understanding your target audience is crucial in creating and curating content that resonates with them. Conducting research and analyzing data can help you gain insights into their preferences and interests.
3. **Curate with Purpose:** Curating content should not be a random process. Instead, it should be done with a purpose and a clear strategy in mind. This will help you create a cohesive and engaging content mix.