

# **COMPREHENSIVE DIGITAL MARKETING PROJECT WORK**

On

**MAHINDRA &  
MAHINDRA.LTD**

# TEAM MEMBERS

- S.SATISH ( TEAM LEADER)
- S.JYOTHSNA
- S.VINAY JAYANTH
- T.VIVEK
- T.GANESH



1948 - 2000



2000 - 2012



2012 - now



2021 - now

# **PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA**

Research Brand Identity: Study the brand's mission, values, vision, and unique selling propositions (USPs).

## **MISSION -**

Mahindra is a well known multinational automotive and technology company based in India. The brand identity of Mahindra revolves around following key elements:

- ✓ Heritage and trust: Mahindra has a rich history dating back to 1945, and its known for its longitivity and reliability in automotive industry.
- ✓ Innovation and Technology: While emphasizing its strong traditional values, Mahindra also focuses on innovation and technology.
- ✓ Global presence: Mahindra has a global presence with a diverse portfolio of business, including automotive, farm equipment, etc. Its brand identity reflects its global presence

## VISION

Mahindra's vision is to be globally admired company that enhances the quality of life of stakeholders through sustainable industrial and business development. The company has a well defined vision statement that outlines its aspirants and long-term goals.

## USP

Mahindra SUV's have a stronghold in the Indian commercial taxi market which have good performance and zero tough terrains.

## VALUES

Good corporate citizenship is one of the core values of the group and has guided all its actions in the business as well as personal domains. The group has always believed in doing business with a larger social purpose, keeping in mind the welfare and growth of the communities it serves in India and globally, and Mahindra has rightly built up a reputation for its strong business ethics.



# ANALYZE BRAND MESSAGING



- The message of Mahindra is “RISE”- The term “Rise” symbolizes the spirit of overcoming challenges, embracing change, and striving for a better future .It encapsulates the company’s efforts to make a positive impact on the world and drive progress in all its endeavours.
- The “Rise” message has been incorporated into their advertising campaigns, communication, and corporate philosophy.
- It resonates with Mahindra’s vision to be a globally admired company that enhances the lives of customers, employees, and communicates while also contributing to the sustainable development of society as a whole.
- This message reflects the company’s commitment to continuous growth, innovation, and uplifting the lives of people.

# EXAMINE THE BRAND TAGLINE

The tagline “Rise” signifies that Mahindra’s aspiration to rise above challenges, create innovative solutions, and make meaningful impact in lives of its customers, employees, and society as a whole.

It reflects their determination to grow, evolve, and be a driving force of positive change in the industries they operate in.



# COMPETITOR ANALYSIS



Competitor 1: Ashok Leyland

USP: Ashok Leyland it is the leading maker of trucks and buses. It aim is to increase market share to 35 per cent in medium and heavy trucks segment and 25 per cent in small commercial vehicals.

Online communication: Ashok Leyland's provides comprehensive information about their products, services and company updates and contact details in social media like Instagram,facebook , email ID , and through customer supports.

Ashok Leyland may provide mobile download apps to contact them easily.



## **COMPETITOR 2: TATA**



**USP : Tata companies Prioritize customer satisfaction and work to understand and meet their needs effectively. And it gives a wide ranging presence in the market.**

**Online communication : It has global network infrastructure, internet services, cloud services, and security and network management, these are the only things that are provided for online communication by Tata.**

## **COMPETITOR 3 : EICHER MOTORS**



**USP – Eicher motors has Iconic Royal Enfield motors, Innovation and technology, and global presence and Expanding Market. This expansion has helped Eicher Motors strengthen its position in the global automotive market.**

**Online Communication : It has a types of communication like official website, instagram, LinkedIn , Youtube, Emails, etc through this we can reach them by messaging and commenting.**

**And through customer support hotline: in this we can find their contact numbers or other officials channels.**

# BUYER'S/AUDIENCE'S PERSONA:

Based on buyer's/audience persona are fictional representations of our ideal of our customer or target audience, and behaviours of our potential buyers. Here are some empathize with customer needs or preferences. They are:

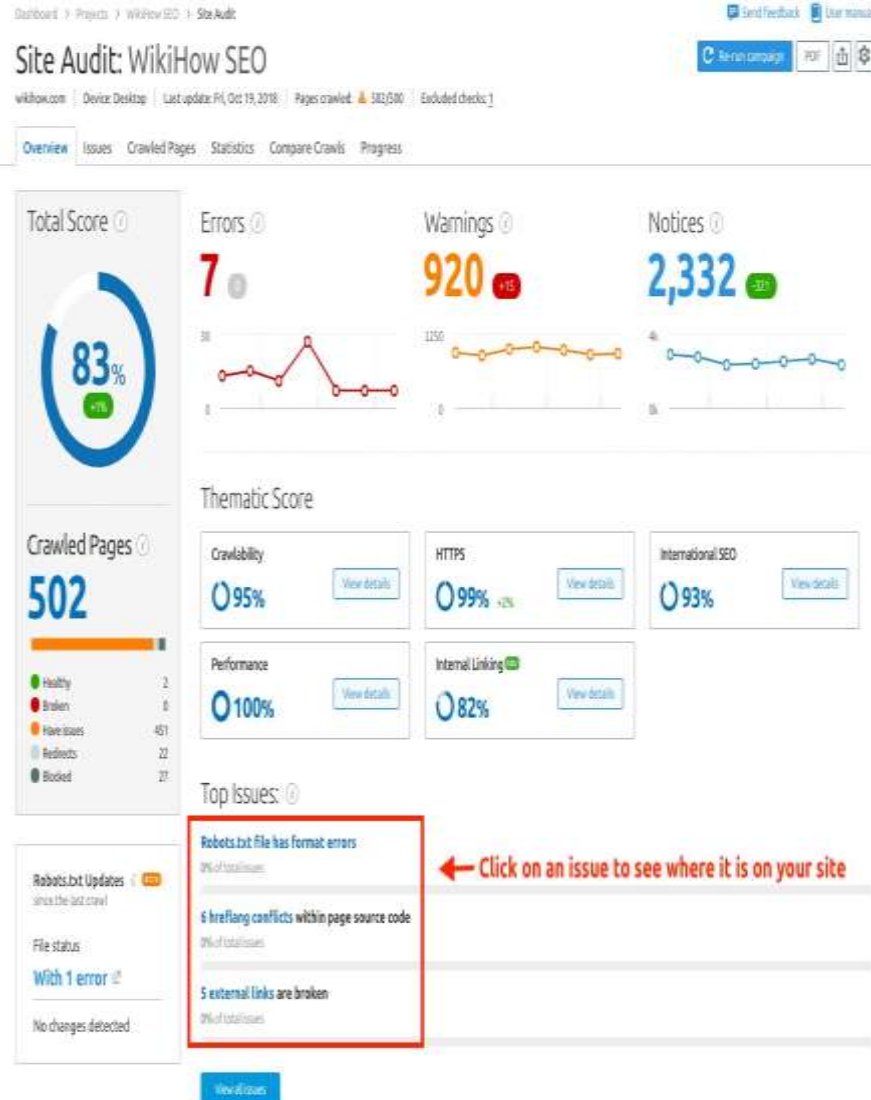
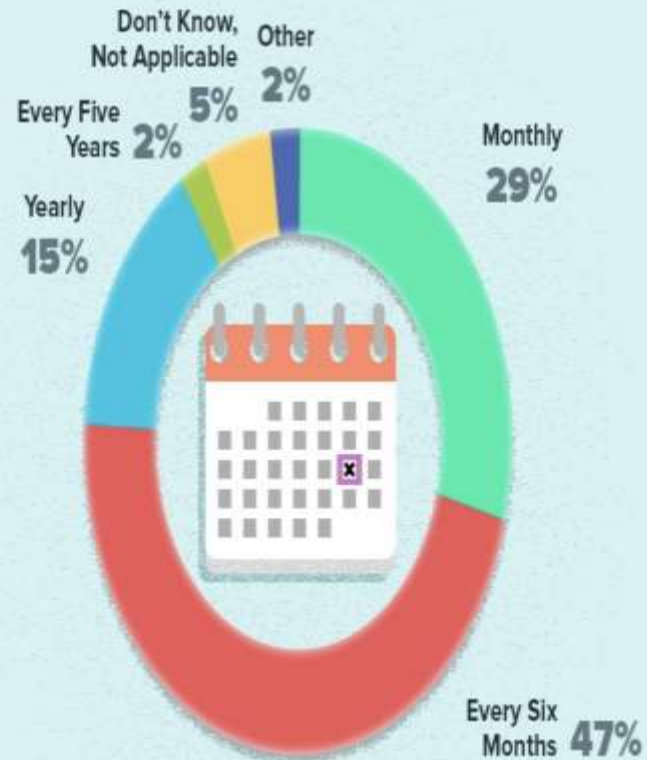
- ✓ **Challenges and Pain Points:** In this they will challenge and identity problems, or pain faced by the Audience. This will help our tailor for offerings and meet their need effectively.
- ✓ **Values and Beliefs:** In this we are understanding their core values and beliefs and aligning our brand with our values ,this can create a strong emotional connection and brand loyalty.
- ✓ **Influence :** In this, identifying the key factors that influence their Decisions. Understanding audience influencers can help our marketing messages effectively.
- ✓ **Interests and Hobbies:** By knowing their Interests and leisure activities, this information can help to create content that resonates with them.
- ✓ **Brand Affinities:** This insight can help our products or services in a way that resonates positively with their brand preferences.

# PART 2: SEO & KEYWORD RESEARCH

## SEO

### How Often Should Businesses Perform A Full SEO Audit?

"Six months" is the most popular frequency for performing an SEO audit, though a surprisingly large number of respondents (29%) say they perform an audit every month.



### Website Speed

Website or page load speed is one of the most significant ranking factors. We suggest fixes for desktop and mobile.

### High-Quality Content

Content is King! Your content needs to provide valuable information and achieve high engagement.

### Keyword Research

Proper keyword research around high user intent can transform your conversion results.

### Voice Search

According to Google, 72 percent of people who own a voice-activated ser - are you optimised?

### Rich Snippets & Schema

Schema markup and rich results help increase visibility, engagement and clicks which leads to better rankings.

### Metadata

This information includes your title tag and page descriptions - the information about your sites that users see in the SERPs.



# KEYWORD RESEARCH-

Mahindra, being a large and diverse corporation with various business divisions, may have specific research objectives unique to each of its sectors. Here are the some keywords/Objectives. They are;

- ✓ Advance manufacturing Techniques: Exploring cutting-edge manufactures and technologies to improve Efficiency, and reduce cost.
- ✓ Sustainability Mobility Solutions: Researching and developing eco-friendly and energy-efficient solutions, such as Electric vehicles, and alternative vehicles.
- ✓ Agriculture Technology: Researching and developing innovative technologies and solutions to enhance agriculture productivity.
- ✓ Market and customer research: Studying customers needs and preferences is to improve productivity design.



# COMPETITOR KEYWORDS

## ASHOK LEYLAND

Keywords for Ashok Leyland:

- ✓ Trucks
- ✓ Buses
- ✓ Commercial vehicles
- ✓ Automobiles
- ✓ Heavy duty vehicles
- ✓ Electric vehicles
- ✓ Public transportation



By searching with the brand identity and brand keywords we can get the enough information.

# KEY WORDS FOR TATA-

- ✓ Tata Group
- ✓ Tata companies
- ✓ Tata consultancy services
- ✓ Ratan Tata
- ✓ Tata Motors
- ✓ Tata steel
- ✓ Tata Communications
- ✓ Tata chemicals
- ✓ Tata ace
- ✓ Tata tea



# KEYWORDS FOR EICHER-

- ✓ Eicher motors
- ✓ Eicher Tractors
- ✓ Eicher Trucks
- ✓ Eicher Pro series
- ✓ Eicher Polaris
- ✓ Eicher Engineering solutions
- ✓ Eicher School
- ✓ Eicher Good earth trust



# EICHER

# KEYWORDS FOR MAHINDRA-

- ✓ Mahindra & Mahindra
- ✓ Mahindra Group
- ✓ Mahindra Automotive
- ✓ Mahindra tractors
- ✓ Mahindra XUV
- ✓ Mahindra Thor
- ✓ Mahindra Bolero
- ✓ Mahindra XUV
- ✓ Mahindra Electric vehicles
- ✓ Mahindra Financial services
- ✓ Mahindra Logistics



# ON PAGE OPTIMIZATION-

- ✓ Keyword research
- ✓ Title Tags
- ✓ Meta Description
- ✓ URL Structure
- ✓ Headings Tags(H1,H2,H3)
- ✓ Content Optimization
- ✓ Image Optimization
- ✓ Internal Linking
- ✓ Mobile Responsiveness
- ✓ Schema Markup
- ✓ Social Media Integration



## GLOBAL RANKING OF MAHINDRA-

Mahindra is the top Indian automobile brand, positioned at: 30

Total visits: 1.7m

Bounce rate: 37.28%

Pages visit: 12.87

Average visit duration: 00:10:56

Head quarters/Year founded in: Mumbai/2<sup>nd</sup> October 1945

Top countries:

- ✓ India
- ✓ United States of America
- ✓ China
- ✓ Austraila

# PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

## AUGUST 2023



SUN	MON	TUE	WED	THU	FRI	SAT
		1 Creation of social media account	2	3 Social media post #mahindra.pvt.ltd	4 Promoted Mahindra Thar	5
6 Asking questions on favourites in mahindra	7 Awareness on Mahindra Thar	8	9 Social media poll on scorpion and bolero	10	11 Email marketing mahindrapvtltd 97@gmail.com	12 Awareness on Mahindra tractors
13	14 Posted video on Mahindra brand	15	16 Login to Facebook	17 Posted scorpion pics in Facebook	18	19 Promoted Mahindra tyres
20	21	22 Making video on Mahindra brand	23	24 Advertisement on Mahindra brand	25	26
27 Social media poll on Trucks and lorry	28	29	30 Advertisement in Facebook on mahindra	31		

# CONTENT IDEAS-

- ✓ We can create visually to showcase Mahindra latest vehicles and latest vehicles and highlighting their features, performance, and innovation.
- ✓ Sharing real life stories from Mahindra customers to demonstrate the satisfaction and Reliability of their vehicles.
- ✓ We should create helpful guides and tips for on vehicle Maintenance ,and extending their life spam.
- ✓ And we have to celebrate Mahindra history and contribution to automotive industry.
- ✓ We have to engage with Mahindra's fan through Polls, Contest, and interactive content.
- ✓ We have promote road safety and responsible driving Practises, Emphasizing the safety features of Mahindra vehicle.
- ✓ We have to create travel content that encourages the people to travel various long distances by using Mahindra vehicles.

# MARKETING IDEAS-

- ✓ We have to identify the specific targeted audience for different product lines.
- ✓ Should develop creative and impactful marketing campaigns that should the unique features and benefits of Mahindra products.
- ✓ Understanding what works for them and identify opportunities for differentiation and improvement.
- ✓ Digital marketing is crucial we should not overlook traditional advertising methods like print, TV, and radio in the target market.
- ✓ Participating in events in events and sponsorships that align with Mahindra's brand identity and boost its reputation.
- ✓ Keep a close eye on Competitors marketing activities.
- ✓ Emphasize Mahindra's corporate social responsibility and commitment to sustainability.

## **LESSON'S LEARNED-**

The group success is also attributed to a culture that encourages employee Empowerment, foster innovation and values team Work. Nurturing a positive team work and work environment can enhance work productivity and top talent.

- **Challenges encountered:**

Consumers preferences are continuously evolving and there is an increasing demand for environmentally friendly advanced vehicles.

And changes in government policies and tariffs can impact imports/exports of vehicle and components.

Maintaining a positive brand image and reputation is crucial in competitive automobile market.

Manufactures needs to manage the costs efficiently to maintain profitability.



## **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 get more customers
- Date: 28/07/2023
- Idea: Bringing awareness about Mahindra's
- Topic: For your successful Journey



# POST CREATION:

Format 2: Videos

Aim: To gain customer's Loyalty.

Idea: Companies like Mahindra's are evolving and the best source of up to date is through official Channels. And bringing the brand awareness and updated Mahindra products to the audience.



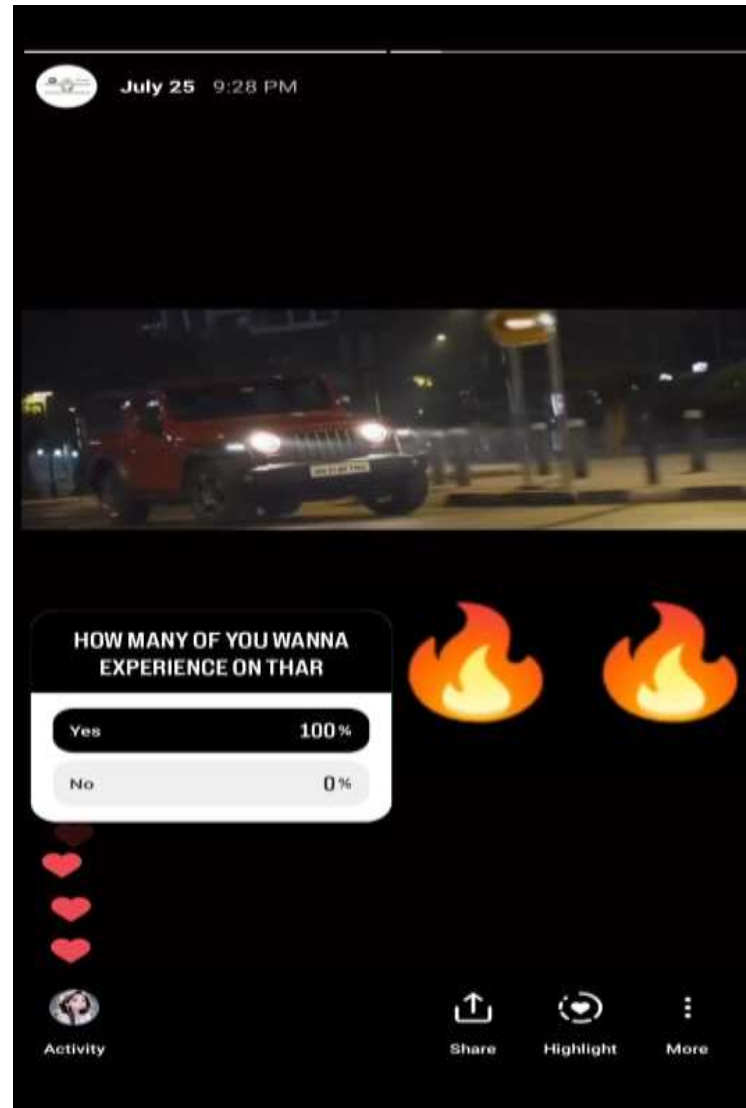
# POST CREATION-

- Format 3- Post
- Aim: To ensure that new Mahindra Thor has been launched.
- Idea: This makes comfort in hilly or mountain areas and it makes journey safe.
- Topic: Safe ride.





# INSTAGRAM STORY



# DESIGNS/VIDEO EDITING

INSTAGRAM LINK:

<https://www.instagram.com/reel/Cve03hjxeCO/?igshid=MTc4MmM1Yml2Ng==>

GOOGLE DRIVE LINK:

<https://drive.google.com/file/d/1-QWJRcoScTwrN038G5qMGaKf9phyRKhM/view?usp=drivesdk>



# SOCIAL MEDIA AD CAMPAIGNS



Brand Awarenesss



Generating leads



Driving website traffic

# ADVERTISING GOALS:

- The company aims to promote its sustainable products, showcasing their reliability, quality, and technology and to build a strong emotional with Customers, Fostering brand Advocacy and expanding its global reach in a competitive market landscape.
- Audience Targeting:

Mahindra's effectively targeting families, acknowledging the importance of practically and safety in their vehicle choices. Overall Mahindra's audience targeting strategy aims to resonate with various demographics while emphasizing their core values of durability, versatility, and sustainability.

## Demographics:

- ✓ Employees: The company has a mix of employees at different levels experience and Expertise.
- ✓ Global presence: Mahindra main head quarters is in Mumbai. And it can operates multiple countries and as well as multiple Employess.

## **INTERESTS-**

- ✓ Agribusiness: In this process they are involved in producing and selling agriculture machinery including tractors and farming and equipment.
- ✓ Automotive industry: In this they play major role player in manufacturing utility vehicles, commercial vehicles, and tractors.
- ✓ Aerospace and defence: They are involved in manufacturing aircraft component, and military equipment.
- ✓ Hospitality: Operating research and providing travel services.
- ✓ Energy: It has a interest in renewable energy with projects on Solar power and clean energy solutions.
- ✓ Financial Services: Mahindra offers a various Financial Services like vehicle financing, and providing for other financial products.
- ✓ Logistics: This company provides logistics and various warehouses to various industries.

# BEHAVIOUR-

- Search: Mahindra Is a multinational conglomerate known for its diverse business, including automotive equipment, and farm Equipment, and it plays a major role in Indian automotive. However media presence have might involved in it.
- Social media: There are various ways social media plat forms to search like Instagram, Facebook, Twitter, whatsapp, Email etc.
- Website traffic: Mahindra's website likely receive millions of monthly visitors and globally seeking for the upgraded Products, services, and latest offers.
- Emails: It is one of the major way to reach the Mahindra's in a direct Way. And, in this we can keep a orders or Complaints, or giving a feedbacks for the company so that, they can reach us and they can solve our quires.

# AD CREATION-

Image based ad creatives can effectively drive website traffic.

- Visual image[Image based]:

Take an image of Mahindra because by seeing the brand of Mahindra we can identify that which one is used for which .

Ad copy:

In this Mahindra renowned its rugged and reliability utility of vehicles(UVs) and sports utility vehicles(SUVs).This company is involved in producing in a wide a range of vehicles, including cars, commercial vehicles, two wheelers etc. And it is one of the largest vehicle manufacture in the country.

Call to action: Visit our website or call to us to get successful Journey.

# EMAIL AD CAMPAIGN 1 - BRAND AWARENESS

Fwd: Book your THAR Inbox  
Gmail



Vicky Vivek 4:28 PM  
to me ▾



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

From: **Mahindra** <[mahindrapvtltd97@gmail.com](mailto:mahindrapvtltd97@gmail.com)>

Date: Wed, 2 Aug, 2023, 1:26 pm

Subject: Book your THAR

To: <[vv0509401@gmail.com](mailto:vv0509401@gmail.com)>



**BOOK YOUR THAR NOW**



Book your THAR now with the exclusive features like 4 wheel drive and mileage of 15.2kmpl with option manual and auto gear transmission.

**BOOK NOW**



Our mailing address is:  
[mahindrapvtltd97@gmail.com](mailto:mahindrapvtltd97@gmail.com)

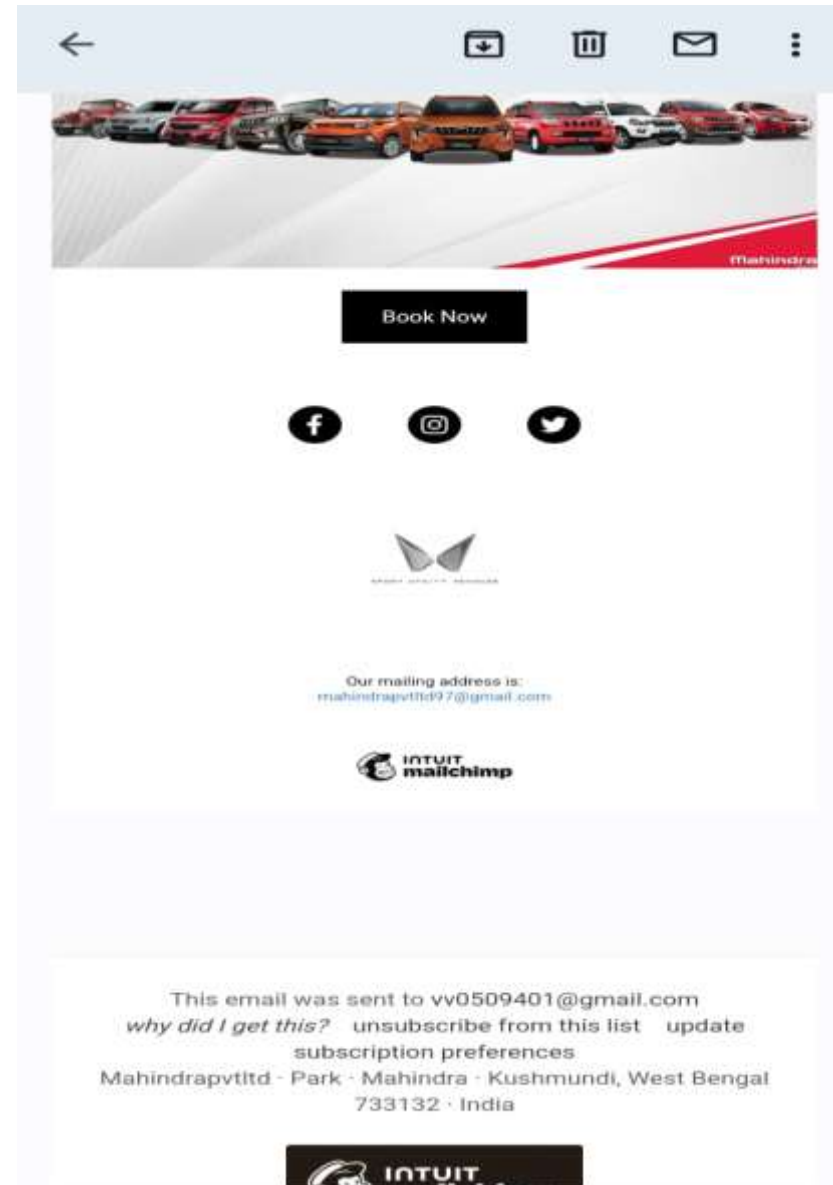
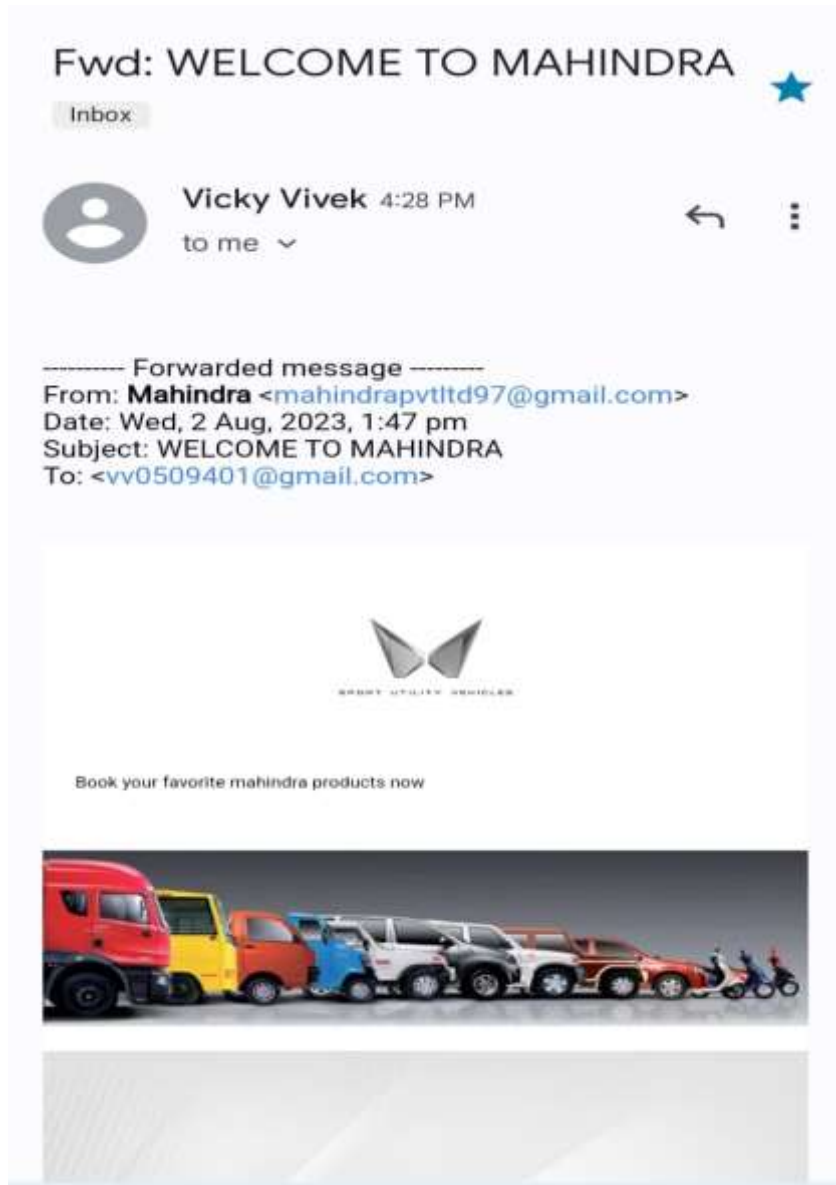


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# EMAIL AD CAMPAIGN 2 - LEAD GENERATION



# LESSONS LEARNED-

In this we have learned how to create a social media business account and how to promote the products and various services provided by this Brand. And we also discovered, that how to connect with the audience in the easier way or else audience is will be connected for the staff in the easier way in a less time. And we also understood that many companies are investing in the Digital Marketing.

## Challenges encountered:

We encountered many challenges while making social media ads and there are very few apps that can do fewer for us for to give a better experience for creating a better Experience. And few of them were giving wrong Information. And many of them were not maintaining not enough information like updated information.