

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK



BRAND STUDY :

COMPANY/ TOPIC FOR PROJECT : BAJAJ ELECETRICALS

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

Logo :



Mission/Values: A visionary entrepreneur with keen business savvy and foresight.
“Enhancing quality of life and bringing happiness with sustainability.”

USP: <https://www.bajajelectricals.com/>

Well diversified product market has enabled it to deliver complete electrical solutions to its customers.

Tagline : “Enhancing quality of life and bringing happiness with sustainability”



PROPOSITION : “We take pride in providing opportunities to our people to learn and grow”.

Brand Messaging : “Enhancing quality of life and bringing happiness with sustainability.”

Examples : <https://twitter.com/BajajElectrical?s=20>



- **Competitor Analysis:**

Competitor 1: **HAIER**

<https://www.haier.com/in/>

USP : Timely order processing, Replacement, Accessories available, Precision engineering, Transparent and ethical business policy, Easy modes of payments

COMMUNICATION : Celebrity Endorsement, content memes, television advertisements, Posts in social platforms like facebook, twitter, etc.,



Competitor 2: **HAVELLS**

<https://havells.com/>

USP : The USP of the Havells Top traders, consultants, contractors, government and international potential buyers.

COMMUNICATION : Movie collaborations, advertisements, making banners, hoardings, creativity.



Competitor 3: **CROMPTON**

<https://www.crompton.co.in/>

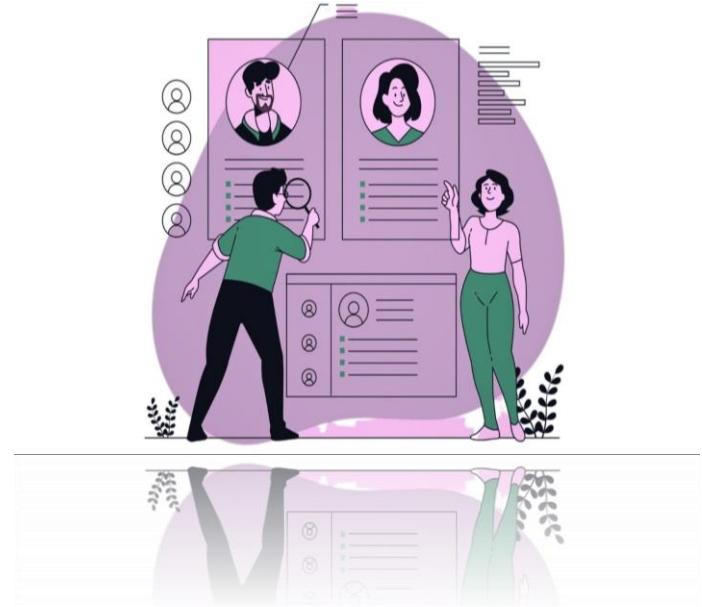
USP : The ECD business of Crompton is focused on providing high quality electrical products and consumer durables to customers in India and other countries.

COMMUNICATION : Movie collaborations, advertisements, making banners, hoardings, creativity.



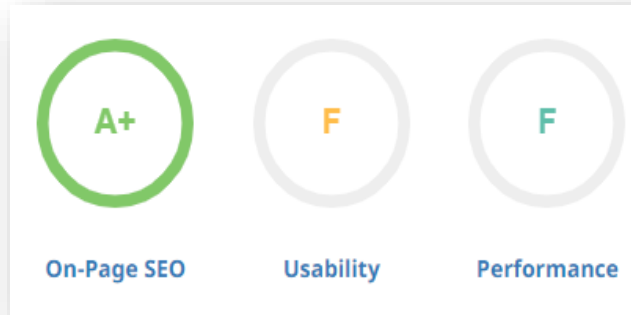
BUYER's/ AUDIENCE's PERSONA:

Age	: 18 - 45
Gender	: All
Children	: Yes
Marital Status	: Married/ Unmarried
Location	: Urban/ Rural
Income	: 2,00,000 – 10,00,000 per annum
Education	: Not Specified
Interests	: Must prefer quality, reasonable prices
Marketing Platforms	: Online ads, instagram, television ads, facebook, twitter, YouTube.



Part 2: SEO & Keyword Research

- **SEO Audit:** The main purpose of an search engine optimization (SEO) audit is to identify strengths, weaknesses, and opportunities for improvement to enhance a website's visibility in search engine results and drive organic traffic.



Audit Results for www.bajajelectricals.com



Your page needs improvement

Recommendations: 5



SEOptimer :

WhatsApp

search engine optimization audit

seo audit results for bajaj electric

SEO Audit for www.bajajelectrical


+

seoptimer.com/www.bajajelectricals.com#recommendation

☆

👤

⋮

 **SEOptimer**


Website URL

Quick Audit

Features ▾

Pricing

Resources ▾

 ▾

Login

Premium - Free Trial

Track Keyword Rankings

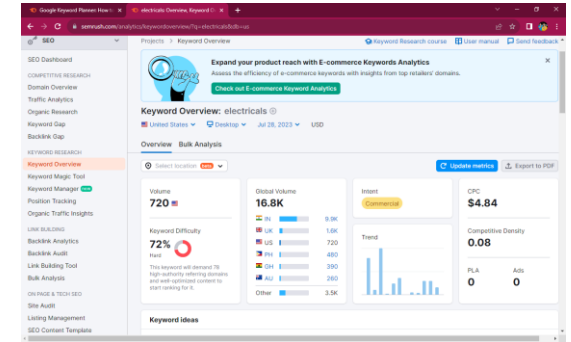
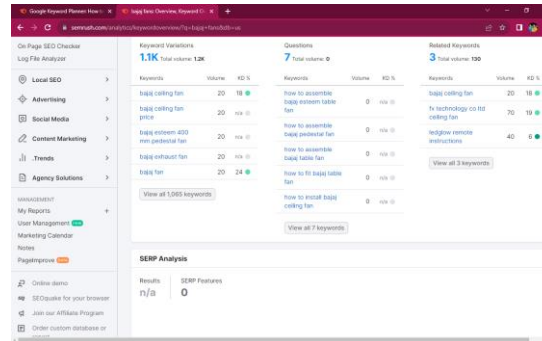
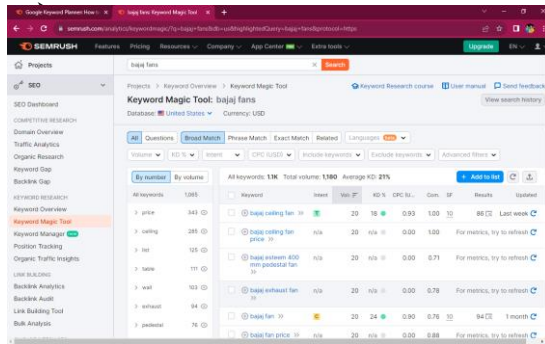


On Page Optimization: <https://www.bajajelectricals.com/>

Optimising a one-page website for Bajaj involves ensuring that the page is well-structured, user-friendly and search engine-friendly. Since it's a single page, every element on the page should be optimized to effectively convey the brand message and encourage desired actions from visitors. Here's a step-by-step guide for optimizing a one page website for Bajaj.

- **Clear And Engaging Headline** : Place clear and compelling headline at the top of the page that communicates Bajaj's brand value or Unique Selling Proposition(USP). Make sure it captures the visitors attention and encourages them to continue scrolling .
- **Use Of Visuals** : Incorporate high-quality images and graphics that represent Bajaj's products and brand identity. Visuals play a crucial role in engaging users and conveying key messages effectively.
- **Call-to-action (CTA)** : Include a prominent and action, such as "shop now," "Explore Products," or "Get Products". The CTA should stand out and be strategically placed on the page.
- **Product Showcase** : If Bajaj offers a variety of products, create a visually appealing section to showcase the products with brief descriptions and compelling images.
- **About Bajaj Electricals** : Dedicate a section to share Bajaj Electricals story, values and mission. Highlights the brand's value and commitment to quality.

- **Keywords Research** : Keyword research is a crucial process in digital marketing and search engine optimization (SEO). It involves identifying the specific words and phrases that people use when searching for information, products or services on search engines like Google, Bing or Yahoo.
- **KEYWORD RESEARCH FOR BAJAJ ELECTRICALS** : The following are the relevant keywords of Bajaj electronics brand that have been found after thorough research and filtering.



Competitor Keyword :

semrush.com/analytics/traffic/overview/?compareWith=havells.com:domain[haier.com:domain[crompton.co.in:domain[godrej.com:domain&searchTy...

SEMURSH Features Pricing Resources Company App Center Extra tools Upgrade EN

Projects bajajelectricals.com Root Domain Search

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

Create new report

What's new? User manual Send feedback

Traffic Analytics: bajajelectricals.com

Get PDF Create list

Jun 2023 Worldwide All devices Accuracy: Company

Overview Audience Overview Traffic Journey Top Pages Subfolders Subdomains Geo Distribution Bulk Analysis

Root domain Root domain Root domain Root domain Root domain


bajajelectri... havells.com haier.com crompton.c... godrej.com Compare Clear

Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
baj...ricals.com	346.1K ↑20.15%	208.8K ↓17.21%	7.4 ↑108.65%	46:40 ↑302.3%	53.47% ↓0.74%
havells.com	1.6M ↑31.58%	1.1M ↑65.81%	1.9 ↓37.36%	10:18 ↓7.62%	58.24% ↑8.44%
haier.com	2.1M ↓62.26%	1.1M ↓50.18%	2.1 ↓45.46%	09:30 ↓5.32%	60.41% ↑41.28%
crompton.co.in	2.4M ↑73.12%	664.5K ↓38.93%	2 ↑33.77%	04:29 ↓66.67%	65.2% ↓15.27%
godrej.com	1.4M ↓18.62%	931.7K ↓9.66%	5.6 ↑28.17%	14:14 ↑10.48%	63.66% ↓6.53%

Trend by Competitors Months Quarters Last 6 months growth Export

Visits Unique V

Start analyzing your competitors with Semrush Trends + Pro



KEYWORD : BAJAJ ELECTRICALS

Ubersuggest by Neil Patel

Dashboard Rank Tracking SEO Opportunities My Workspace **NEW!** Chrome Extension

Site Audit

Keyword Research

Keyword Overview

Keyword Ideas

Keyword Visualization **NEW!**

Keywords by Traffic

Similar Websites

Content Ideas

Keyword Lists **NEW!**

Traffic Estimation

Volume SEO Difficulty CPC Keyword Filters

SIGN UP TO EXPORT **UPDATE METRICS** [0/0] **ADD TO LIST** 0 of 174 Selected

KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
bajaj electricals share	30	\$0.00	1	55	1 month
bajaj electricals fd	30	\$0.00	1	72	1 month
bajaj electronics kukatpally	20	\$0.00	1	43	3 months
bajaj electric auto	10	\$0.00	1	13	3 months
bajaj electric bike price	10	\$0.00	100	36	3 months
bajaj electricals company profile	10	\$0.00	1	5	3 months
bajaj electronics exchange offer	10	\$0.00	1	5	3 months

Ubersuggest by Neil Patel

Dashboard Rank Tracking SEO Opportunities My Workspace **NEW!** Chrome Extension

Site Audit

Keyword Research

Keyword Overview

Keyword Ideas

Keyword Visualization **NEW!**

Keywords by Traffic

Similar Websites

Content Ideas

Keyword Lists **NEW!**

Traffic Estimation

Volume SEO Difficulty CPC Keyword Filters

SIGN UP TO EXPORT **UPDATE METRICS** [0/0] **ADD TO LIST** 0 of 174 Selected

KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
revenue 2022	0	\$0.00	1	4	3 months
bajaj electricals q1 results 2022	0	\$0.00	1	4	3 months
bajaj electricals q2 results 2022	0	\$0.00	1	4	3 months
bajaj electricals q3 results 2022	0	\$0.00	1	4	3 months
bajaj electricals q4 results 2022	0	\$0.00	1	4	3 months
bajaj electricals q1 results 2023	0	\$0.00	1	4	3 months
bajaj electricals q2 results 2023	0	\$0.00	1	4	3 months
bajaj electricals q3 results 2023	0	\$0.00	1	4	3 months
bajaj electric 3 wheeler price	0	\$0.00	1	12	3 months
bajaj electric 3 wheeler specifications	0	\$0.00	1	4	3 months

Ubersuggest by Neil Patel

Dashboard Rank Tracking SEO Opportunities My Workspace **NEW!** Chrome Extension

Site Audit

Keyword Research

Keyword Overview

Keyword Ideas

Keyword Visualization **NEW!**

Keywords by Traffic

Similar Websites

Content Ideas

Keyword Lists **NEW!**

Traffic Estimation

Volume SEO Difficulty CPC Keyword Filters

SIGN UP TO EXPORT **UPDATE METRICS** [0/0] **ADD TO LIST** 0 of 174 Selected

KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
bajaj electricals share price today	10	\$0.00	1	5	3 months
bajaj electronics uppal	10	\$0.00	1	13	3 months
bajaj electric vegetable chopper	10	\$0.00	1	5	3 months
bajaj electronics venkateswara m	10	\$0.00	1	13	3 months
bajaj electronics zero down payment	10	\$0.00	1	5	3 months
bajaj electronics 15 august offer	0	\$0.00	1	4	3 months

Ubersuggest by Neil Patel

Dashboard Rank Tracking SEO Opportunities My Workspace **NEW!** Chrome Extension

Site Audit

Keyword Research

Keyword Overview

Keyword Ideas

Keyword Visualization **NEW!**

Keywords by Traffic

Similar Websites

Content Ideas

Keyword Lists **NEW!**

Traffic Estimation

Keyword Overview : bajaj electricals.com

SEARCH VOLUME 10

SEO DIFFICULTY 18 **EASY** Last updated 3 Months

PAID DIFFICULTY 1 **EASY**

COST PER CLICK (CPC) \$0.00

The average web page that ranks in the top 10 has **1,300 backlinks** and a **domain authority of 72**.

SEARCH VOLUME

Mobile Volume Desktop Volume

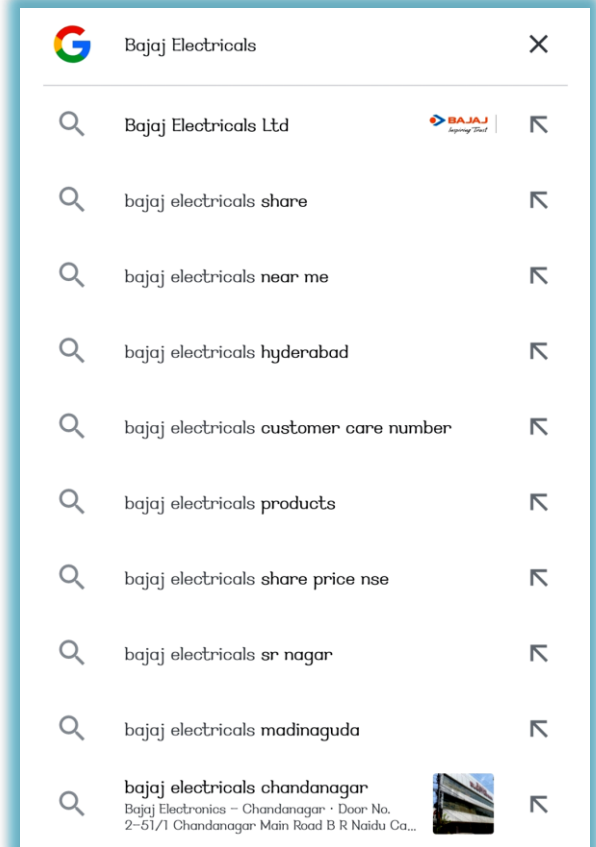
UPGRADE TO SEE HISTORICAL KEYWORD DATA

7-Day Free Trial

LONG TAIL KEYWORD :

A Long tail keyword is a phrase that is generally made from three to five words with less competitors.

1. Buy Bajaj Electricals products
2. Best quality electrical appliances
3. Bajaj electrical appliances at reasonable prices
4. Bajaj electrical near me
5. Which is the best appliance in Bajaj
6. Warranty details of Bajaj products
7. Royalty of Bajaj electrical products
8. Bajaj electrical share price
9. Bajaj electrical pvt.ltd
10. Eco-friendly Bajaj products



- **Product And Warranty Benefits** : If quality is a key aspect of Bajaj's messaging, create section that emphasizes the nutritional benefits of their products and their positive impact on consumer's well-being.
- **Testimonials And Reviews** : Incorporate customer testimonials and reviews to build trust and credibility. Positive feedback from satisfied customers can influence potential buyers.
- **Social Media Integration** : Include social media buttons or a live feed to Bajaj's social media platforms and helps build a strong online community.
- **Mobile Responsiveness** : Ensure the one page website is fully responsive and optimized for various devices including smart phones and tablets.
- **Fast loading speed** : Optimize the page for quick loading times to provide a seamless user experience and improve search rankings.
- **SEO Optimization** : Conduct keyword research and strategically incorporate relevant keywords into the content, meta tags and headings. This will enhances the page's visibility in search engine results.
- **Contact Information** : Provide clear contact details or a contact form to make it easy for visitors to get in touch with Bajaj for inquiries or support.

- **Footer Navigation** : Include a well-structured footer with links to important sections, such as “privacy policy,” “Terms of service,” and “FAQs”.
- **Tracking And Analytics** : Implement tracking tools like Google Analytics to monitor user behaviour, track conversions, and gain insights into the website’s performance.

OBJECTIVES OF KEYWORD RESEARCH : To investigate the consumer perceptions and preferences towards quality, quantity and eco-friendly products with a specific focus on Bajaj’s company existing product range. The research aims to understand the factors influencing.

- Improve Online Visibility
- Drive Organic Traffic
- Understand Customer Intent
- Optimize Product Descriptions
- Content Strategy
- Local Search Optimization
- PPC Advertising
- Improve Organic Search Ranking
- Creating Content

Part 3: CONTENT IDEAS AND MARKETING STRATEGIES

DATES	CONTENT TYPE	CONTENT THEME	PLATFORM	CALL-TO-ACTION
July1	Product blog post	Quality checking ideas	Website and blog	Read more
July 5	Social media post	Monsoon flash sale	Face Book	#monsoon sale
July 8	Video	Behind the scenes Bajaj	You Tube	Watch now
July 12	Info graphic	Bajaj's insurance benefits	Instagram	Share now
July 15	Product update	New washing machine launch	Website	Shop now #flash sale
July 18	User generated content	#Bajaj week	Twitter and instagram	Tag #bajaj's week
July 20	E-mail campaign	Exclusive offers & discounts	E-mail	Subscribe now
July 25	Quiz	#guess & win the product	Twitter	#ready to guess and win
July 28	Video	Customer testimonials	You tube	Hear from customers
July 30	Info graphic	Product warranty details	Website & blog	Get more information

CALENDAR OF THE MONTH JULY, 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 BLOG ARTICLE (NEW PRODUCT)
2	3 POST (FUNNY MEME)	4	5	6	7	8
9	10	11 VIDEO (NEW PRODUCT)	12	13	14	15 TWITTER ADVERTISEMENT
16	17 INSTAGRAM POST (BRAND AWARENESS)	18	19	20 INSTAGRAM STORY (POLL)	21	22
23 E-MAIL BRAND (CAMPAIGN)	24	25	26 E-MAIL (ADVERTISEMENT)	27	28	29
30	31 INSTGRAM (QUIZ)					

Part 3: Content Ideas and Marketing Strategies

BAJAJ ELECTRICALS – ECO FRIENDLY IDEAS :

RECYCLE

With the amount of paper that is wasted in offices around the world, we regenerate an entire rainforest back again. To make sure your office isn't contributing to deforestation. Recycle paper and cardboard instead of throwing it in the garbage. Not only will you have to take out the trash less often, but the paper products can be recycled into paper again! The same goes with plastic. Instead of throwing away your plastic coffee cups either get mugs from home or sent those cups for recycling

START SAVING

With computers, lights, air conditioner and other systems working round the clock, offices are the biggest energy suckers. Install automatic lights that turn off when there is no one in the room can save energy in places where lights are commonly left on all day. Remember to turn off the lights before you leave for the day. Electronics such as computers can also be monitored. If a computer is not in use, can it be turned off, or put in sleep mode? Turn off computers overnight. Unplug unused appliances such as coffeemakers in the staff room when they're not in use.

THINK HEALTHY

Pick healthy and greener options at work. This will not only help the environment. If your office is close by instead of taking your car or the public transport, choose to go walking or cycle it to work. Instead of taking the elevator to work, try taking the stairs. This will not only help save energy but will also help you to burn the extra fat. If you work for a larger company talk to your Human Resources department about offering incentives for people who opt for environmentally healthy ways to get to work. These are a few steps you can take to make your work place greener and more environment friendly. So what are you waiting for go out and be the change now!

Marketing Strategy of Bajaj Electricals

- The world-renowned & trusted company, Bajaj Electricals Limited (BEL) with a presence in more than 20 countries globally is a part of the “Bajaj Group”. The company’s business is spread across – Luminaires, Exports, Consumer Products (Appliances, Fans, Lighting) and EPC (Illumination, Transmission Towers, and Power Distribution).
- Apart from the low-end segment products the company has a presence in the Hi-End range of appliances also under the brand name of Platini and Morphy Richards.

➤ **Segmentation, targeting, positioning in the Marketing strategy of Bajaj Electricals –**

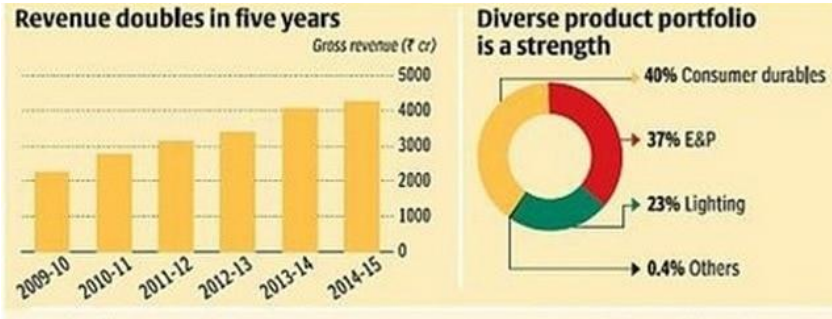
- Since the company is operating in a large number of products categories so clearly defining the population characteristics will help Company to align its strategy for customer acquisition. Bajaj Electricals uses a mix of demographic and psychographic segmentation strategies.
- In order to serve the customers with its offerings meant for the particular segment, it uses differentiated targeting strategy.
- It has positioned itself as a company offering all sorts of white goods, consumer durables products under one brand and at the same time connect with youth, since India has 65% of the population under the age of 35 years.
- **Mission-** “Not Available”
- **Vision-** “To be the leader in the industry and a consumer’s original choice”
- **Tagline-** “Inspiring Trust”.

➤ **Competitive advantage of the Marketing strategy of Bajaj Electricals –**

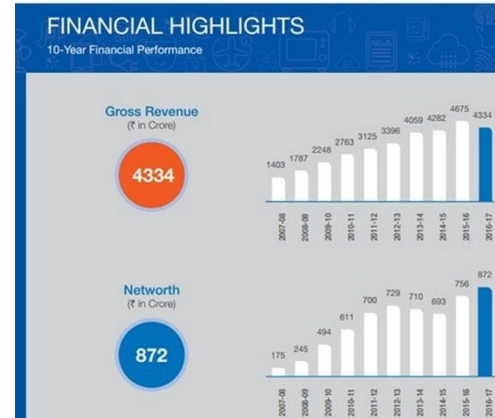
- **Renowned Brand-** The Company comes under umbrella brand structure of Bajaj Group, a conglomerate with more than 75 years of existence and which have a presence in diverse businesses such as Automobile, insurance, financial services and ancillary businesses. Bajaj Electrical is one of the 25 companies that Bajaj Group operates into with more than 36000 employees.
- **Broad product portfolio:** Having a presence in large product categories is helping the company is offering a bouquet of products & services to the customers thereby optimising the customer acquisition cost and increasing the product linkages with customers.

Brand equity in the Marketing strategy of Bajaj Electricals –

The company has bagged many award and accolades over the years in the field of IT technology, Advertising, Consumer care, Luminaries and power distribution such as Innovative CIO Award 2016 from Bitstream India and many others. Also, the company has been part of various sponsorships programs such as Pro-Kabaddi league, Pro-badminton league, Wimbledon Championship-2016, Rio Olympics-2016 and even through partnerships like Kala Ghoda in February 2017 which is India's largest Art & Cultural Festival.



Bajaj Electricals Limited
BAJAJ Inspiring Trust



The brand has been valued at Rs. 3171 crores as of March 2017 (market capitalization value method) generating revenue of Rs. 4334 crores.

Customer analysis in the Marketing strategy of Bajaj Electricals –

The company has strong Customer relationship management system to understand the changing needs of the different customer groups.

The company serves the B2B customers such as government organizations, Corporate and other institutions while in the retail segment it caters customers in the age group of 20-45 years who are from middle-income group social class.

PART- 4 CONTENT CREATION AND CURATION

FORMAT – 1 : CREATIVE

Aim : To attract clients / customers/ audience

Date: 5th August 2023

Idea: To create a relatable and informative content
for attracting and targeting customers



The advertisement features a white and brown Bajaj DuraAce Tank water purifier at the top center. To its right is the Bajaj logo and the text "BAJAJ Bajaj Electricals Ltd. Bajaj Electricals Ltd.". Below the purifier is a small black rectangular device on a white stand. The main text reads "A DECADE OF ENDURANCE ASSURED BY DuraAce™ Tank*". Below this is a circular inset showing the purifier's internal filter. To the right of the inset, it says "STARTING @ 7,499/-" and "SHOP NOW" in a blue box. At the bottom left is the website "www.bajajelectricals.com/". At the bottom right, there is a small asterisk and "T&C Apply". The background is light blue with a subtle pattern on the right side.

BAJAJ
Bajaj Electricals Ltd.
Bajaj Electricals Ltd.

**A DECADE OF
ENDURANCE ASSURED
BY DuraAce™ Tank***

**STARTING
@ 7,499/-**

SHOP NOW

www.bajajelectricals.com/

*T&C Apply

FORMAT -2 : BLOG ARTICLE

Aim : Boost SEO and provide information about Bajaj Electricals new product.

Date : 4th August 2023

Idea : Bajaj Electricals has launched new product Storage water heater tank and this blog will cover the entire details about this new product.

Topic : Bajaj Electricals Storage water heater tank.

ABOUT THE PRODUCT : Child Safety Mode

The safety of children is always paramount. Bajaj Geysers are thoughtfully equipped with a Child Safety feature to prevent any accidents from hot water. In the Child Safety mode, the water temperature is suitable for kids, thus, safeguarding them from any unforeseen mishap.

Auto Shut-off

The Auto Shut-off feature for Bajaj Geysers makes them highly safe and impeccably convenient for everyday use. If the hot water is not used within 90-minutes, the heater gets shut-off automatically and goes into standby mode. This significantly enhances your safety.

DuraAce™ TANK

We vow to be dependable, and we wish to be there for you. Bajaj Electricals brings to you new range of Geysers with DuraAce™ Tank. The marine grade glass-line coating protects the tank against rust and corrosion caused by hard water and long usage, thereby ensuring longer tank life. The tank has successfully withstood rigorous testing vs hard water of different grades. DuraAce™ Tank is built to easily endure a decade & comes with a 10-year tank warranty.



Highlights :

- 4 Star rated products as per the latest guidelines of the BEE
- Intelligent timer to pre-set temperature time for hot water - Lesser energy consumption no waiting time for hot water
- Product Dimensions: 50 cms X 48.5 cms X 43.5 cms
- Remote Control Operation for ease of use
- Warranty : 2 years on product, 4 years on heating element and 7 years on inner tank
- Tank with inner glass line coating enabling the tank to not get corroded work for long life
- Type : Storage, Capacity : 25 Litres, Wattage : 2000 Watts

Specifications :

Number of Commodity- 1U

Commodity- Bajaj Calenta Digi 25 L Vertical Storage Water Heater

Type- Water Heater

Rated Voltage- 230V, AC

Capacity- 25L

Insulation Type- PUF (injected)

Dimension unit pack(l*w*h) (in mm)- 500*486*435

Rated Wattage (in watts)- 2 KW

Heating Element (copper tube)- Thermostat Cutout (Stem type)

Rated Frequency (HZ)- 50

Outer Body Material- ABS

Phase- Single

Max Reheating Time in minutes- 60

Cord Size (length)- 1 meter

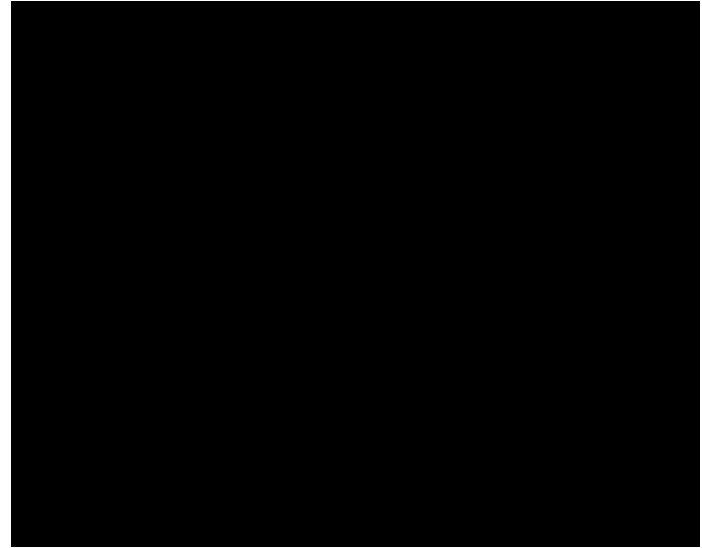
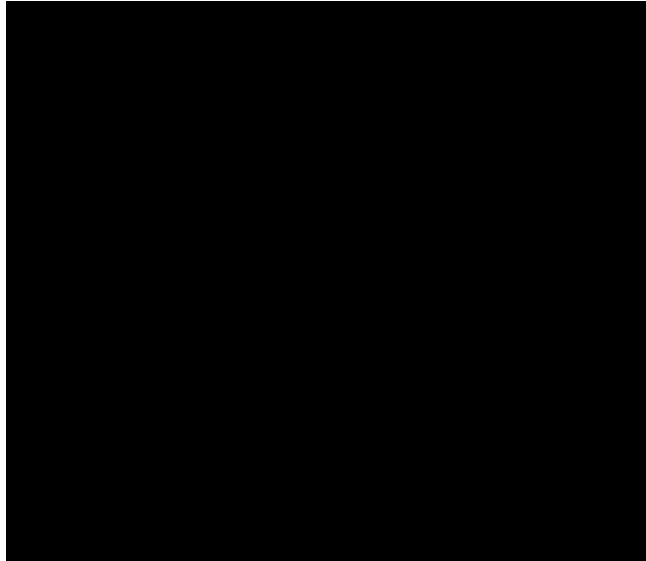
Tank Material- Mild Steel with Glass Lined Coating

Tank Warranty(in years)- 7

INSTAGRAM STORY



Video Creation/ Design



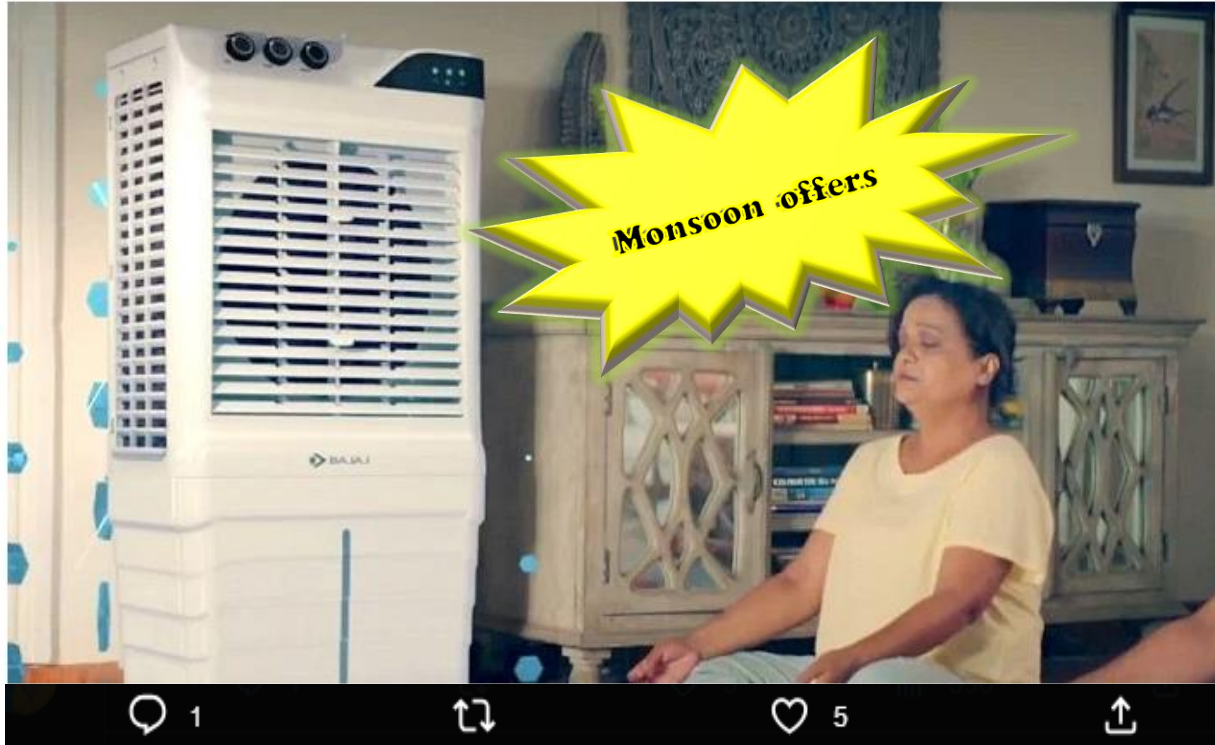
Note : click the preview button to play the video, if video will not played automatically.

Lead Generation Campaign - @Twitter



Bajaj Electricals  @BajajElectrical ·

Bajaj's special range of air coolers come with Smart Anti-Bacterial Honeycomb Technology to keep the air in rooms clean



E-MAIL AD CAMPAIGN

A promotional banner for Bajaj kitchen appliances. The background is a gradient of pink and orange with a subtle floral pattern. In the top left corner, there are colorful triangular bunting flags. In the top right corner, the Bajaj logo is displayed with the tagline "open new life". The central text reads "ADD A TASTE OF TRADITION TO YOUR VISHU CELEBRATIONS!". Below this text, on the left, is a bowl of yellow soup. To the right of the bowl is a collection of Bajaj appliances: a food processor with a glass jar containing vegetables, a small silver grinder, a medium silver jar, and a large blender with a red liquid. The appliances are arranged in a row, with the food processor being the largest and most prominent.

**ADD A TASTE OF
TRADITION TO YOUR
VISHU CELEBRATIONS!**

BAJAJ
open new life

High-performance 500 Watts titan motor with 5 years warranty.
2 Year warranty on product.
2-in-1 functional (dry & chutney grinding) blade in medium jar.
ISI Approved

[Read more](#)

A promotional banner for Bajaj kitchen appliances. The background is a solid light green. On the left side, there is a collection of Bajaj appliances: a small silver grinder, a medium silver jar, a large blender with a white liquid, and a food processor with a glass jar containing vegetables. The appliances are arranged in a row, with the blender being the largest and most prominent. The central text reads "FOOD PREPARATION" in large, bold, black letters, followed by "RESTAURANT LIKE FOOD, AT HOME!" in a slightly smaller, bold, black font.

FOOD PREPARATION
RESTAURANT LIKE FOOD, AT HOME!

[Unsubscribe](#)