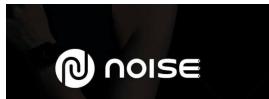


## Project

Here's a comprehensive digital marketing for Noise Earbuds:



### Brand Study

1. \*Brand Positioning\*: Noise Earbuds is a popular choice among young adults who value style, sound quality, and affordability.
2. \*Brand Personality\*: Vibrant, youthful, and energetic.
3. \*Unique Selling Proposition (USP)\*: Affordable, stylish, and high-quality earbuds with advanced features.



### Competitive Analysis

1. \*Competitors\*: Boat, JBL, Sony, and Realme.
2. \*Market Share\*: Noise Earbuds has a significant market share among affordable earbuds.
3. \*Competitive Advantage\*: Noise Earbuds offers advanced features like wireless charging, voice assistant, and water resistance at an affordable price.

### Buyer Audience

1. \*Demographics\*: 18-35 years old.
2. \*Interests\*: Music, gaming, fitness, and lifestyle.
3. \*Behavior\*: Active on social media, streaming services, and online shopping.
4. \*Pain Points\*: Poor sound quality, uncomfortable design, and high prices.



### SEO Marketing Strategies

1. **\*Keyword Research\***: Identify relevant keywords like "wireless earbuds," "affordable earbuds," and "Noise Earbuds review."
2. **\*On-Page Optimization\***: Optimize website content, meta tags, and titles with target keywords.
3. **\*Link Building\***: Build high-quality backlinks from relevant websites and blogs.
4. **\*Technical SEO\***: Ensure website speed, mobile responsiveness, and SSL encryption.



### Content Creation Ideas

1. **\*Blog Posts\***: "Top 10 Wireless Earbuds Under ₹5,000," "Noise Earbuds Review," and "How to Choose the Best Earbuds for Gaming."
2. **\*Social Media Content\***: Share engaging visuals, videos, and stories showcasing Noise Earbuds' features, customer testimonials, and lifestyle shots.
3. **\*Influencer Marketing\***: Partner with social media influencers and content creators in the music, gaming, and lifestyle niches.
4. **\*Product Demonstrations\***: Create interactive product demos and tutorials showcasing Noise Earbuds' features and benefits.



### Brand-Related Searches

1. "Noise"
2. "Noise India"
3. "Noise earbuds"
4. "Noise headphones"

## 5. "Noise smartwatches"

### Product-Related Searches

1. "Wireless earbuds"
2. "Bluetooth headphones"
3. "Smartwatches for men"
4. "Fitness trackers"
5. "Gaming headphones"

### Feature-Related Searches

1. "Waterproof earbuds"
2. "Long battery life headphones"
3. "Touch control smartwatches"
4. "Voice assistant headphones"
5. "Sweat-resistant fitness trackers"

### Problem-Related Searches

1. "Best earbuds for workout"
2. "Headphones for gaming"
3. "Smartwatches for fitness tracking"
4. "Wireless earbuds for phone calls"
5. "Noise-cancelling headphones"

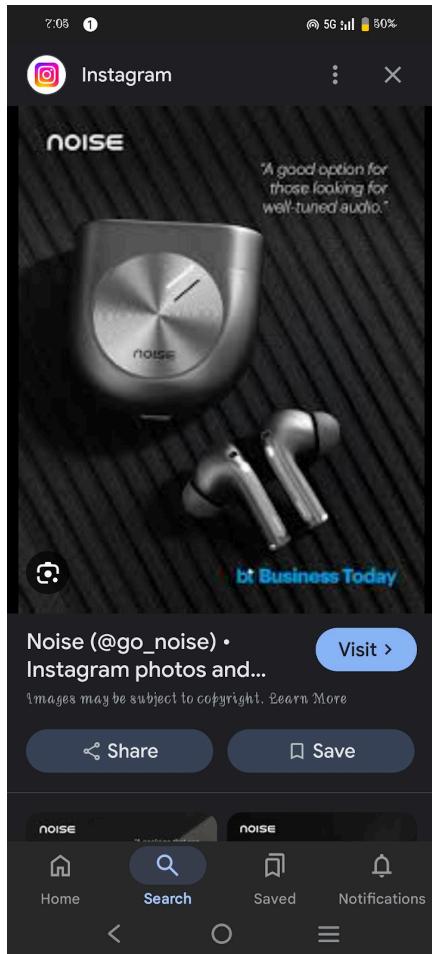
### Comparison-Related Searches

1. "Noise vs Boat"
2. "Noise vs JBL"
3. "Noise vs Sony"
4. "Noise earbuds vs headphones"
5. "Noise smartwatches vs fitness trackers"

These search terms can help you optimize your website, content, and ads for better visibility and relevance,

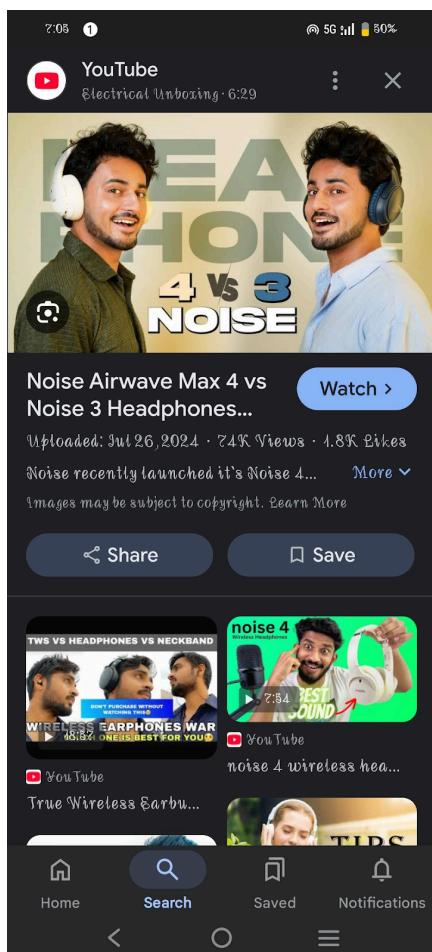
## Marketing Strategies

1. \*Social Media Advertising\*: Run targeted ads on Facebook,

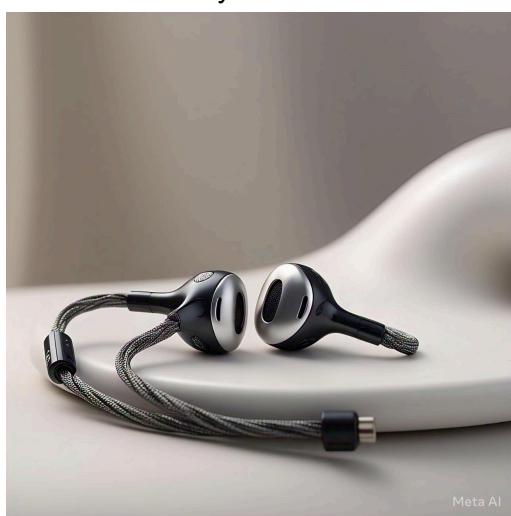


Instagram, and Twitter.

2. \*Influencer Marketing\*: Partner with influencers for sponsored content and product reviews.



3. \*Email Marketing\*: Send regular newsletters and promotional emails to subscribers.
4. \*Content Marketing\*: Create informative and engaging content to attract and retain customers.
5. \*Referral Marketing\*: Implement a referral program to incentivize customers to refer friends and family.



#### Budget Allocation

1. \*Content Creation\*: 30%
2. \*Social Media Advertising\*: 25%
3. \*Influencer Marketing\*: 20%

4. \*Email Marketing\*: 10%
5. \*Referral Marketing\*: 5%

## Key Points

1. \*Brand Study\*: Understand Noise Earbuds' brand positioning, personality, and USP.
2. \*Competitive Analysis\*: Analyze competitors, market share, and competitive advantage.
3. \*Buyer Audience\*: Identify demographics, interests, behaviors, and pain points.
4. \*SEO Marketing Strategies\*: Learn about keyword research, on-page optimization, link building, and technical SEO.
5. \*Content Creation Ideas\*: Explore blog posts, social media content, influencer marketing, and product demonstrations.
6. \*Marketing Strategies\*: Understand social media advertising, influencer marketing, email marketing, content marketing, and referral marketing.
7. \*Budget Allocation\*: Review budget allocation for content creation, social media advertising, influencer marketing, email marketing, and referral marketing.

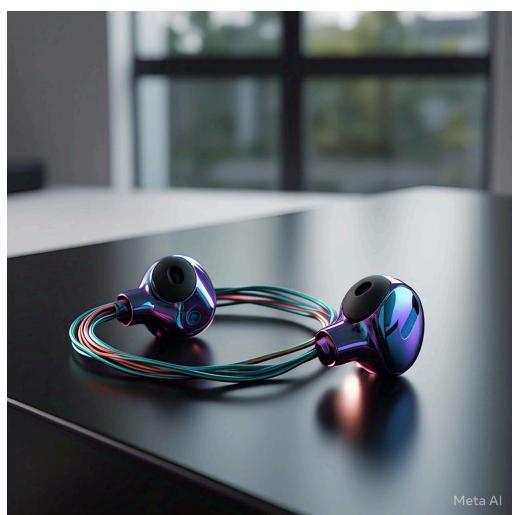
## Important Sections

1. \*Executive Summary\*: Overview of the project.
2. \*Market Analysis\*: In-depth analysis of the market, competitors, and buyer audience.
3. \*Marketing Strategies\*: Detailed explanation of marketing strategies and tactics.
4. \*Budget and Timeline\*: Breakdown of budget allocation and project timeline.

## Key Takeaways

1. \*Noise Earbuds' unique selling proposition\*: Affordable, stylish, and high-quality earbuds with advanced features.
2. \*Target audience\*: Young adults aged 18-35 who value style, sound quality, and affordability.
3. \*Marketing focus\*: Social media advertising, influencer marketing, and content marketing.

This comprehensive digital marketing plan will help Noise Earbuds increase brand awareness, drive website traffic, and boost sales



I would like to express my sincere gratitude for the opportunity to work on the digital marketing project for noise. Your guidance and support throughout the project were invaluable, and I appreciate the trust you placed in me.



Thank you for helping me develop my skills in digital marketing and for providing me with a platform to showcase my work.

learned so much and had a blast creating content and strategies for such an iconic brand.

Your feedback and guidance were super helpful, and I appreciate your support throughout the project.

this iconic brand #DigitalMarketing

Thank you 😊

Presented by Suhana khatoon

[Suhanakhatoon1120@gmail.com](mailto:Suhanakhatoon1120@gmail.com)

Hall ticket no:-22358014010

Vasavi Mahila Kalasala