

# **DIGITAL MARKETING INTERNSHIP**

**Comprehensive Digital Marketing for HERO MOTOCORP LTD**

**A project report on Hero MotoCorp Ltd under the Esteemed Guidance of**

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**Presented by**

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# HERO MOTOCORP LTD

● ADIKAVI NANNAYA UNIVERSITY

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# Brand Study, Competitor Analysis & Buyer's Audience's Persona

- Research Brand Identity(Mission/values, USP, Analyze Brand Messaging, Examine the brand's tagline)

Hero MotoCorp Ltd., the world's largest manufacturer of two-wheelers, has a mission and set of values that guide its operations. Here's an overview:

# MISSIONS OF HERO MOTOCORP LTD

Create. Value for our customers by manufacturing affordable new age mobility solutions. Collaborate. With co-workers and partners by drawing energy and inspiration to excel at everything, directed towards building a better world. Inspire.

**Global Leadership:** Hero MotoCorp aims to be a global leader in the two-wheeler industry, setting benchmarks in technology, innovation, and customer satisfaction.

**Innovation:** Hero MotoCorp focuses on continuous innovation, developing new technologies and products that address the evolving needs of customers and markets.

**Employee Development:** Hero MotoCorp values its employees and is committed to their development and well-being, creating a culture of excellence and growth.

**Market Leadership:** The company aspires to maintain its position as a market leader in India and expand its presence in key international markets, driving growth and profitability.

# UNIQUE SELLING PROPOSITIONS(USP)

· Hero MotoCorp Ltd has several unique selling propositions (USPs) that differentiate it from its competitors in the two-wheeler market:

**Largest Two-Wheeler Manufacturer:** Hero MotoCorp is the world's largest manufacturer of two-wheelers by volume, known for its extensive range of motorcycles and scooters.

**Strong Brand Heritage:** With a legacy spanning several decades, Hero MotoCorp has established a strong brand presence and trust among consumers in India and other markets.

**Focus on Innovation:** Hero MotoCorp is committed to innovation, regularly introducing new models with advanced features and technologies to meet evolving customer needs.

**Wide Distribution Network:** Hero MotoCorp has a vast distribution network, ensuring widespread availability of its products and easy access to sales and service centers.

**Fuel Efficiency:** Hero MotoCorp motorcycles and scooters are known for their fuel efficiency, appealing to cost-conscious consumers looking to save on fuel costs.

# VALUES OF HERO MOTOCORP LTD

## **Values:**

Hero MotoCorp is committed to exceeding customer expectations through continuous innovation and Customer product enhancements. The company maintains the highest standards of quality in its products and services, ensuring customer satisfaction and trust. Hero MotoCorp conducts its business with integrity, honesty, and transparency in all its dealings. The company values its people, fostering a culture of inclusivity, diversity, and mutual respect. Hero MotoCorp focuses on innovation in technology and design, continuously striving to develop new and better products. The company values speed in decision-making and execution, ensuring quick responses to market changes and customer needs. Hero MotoCorp is committed to environmental sustainability, implementing eco-friendly practices in its operations.



# Analyze Brand Messaging:

Hero MotoCorp's brand messaging focuses on several key themes that resonate with its target audience. Here's an analysis of their brand messaging:

**Trust and Reliability:** Hero MotoCorp emphasizes trust and reliability in its messaging, highlighting its long-standing legacy and commitment to quality. This messaging appeals to consumers seeking a dependable and trustworthy brand.

**Innovation:** Hero MotoCorp positions itself as an innovative brand, continuously introducing new technologies and features in its products. This messaging appeals to tech-savvy consumers looking for advanced and modern two-wheelers.

**Use of influencers:** Hero MotoCorp partners with influencers to promote their products on social media. This helps to reach a wider audience and generate excitement for their brand.

**Customer Focus:** Hero MotoCorp's messaging also emphasizes its commitment to customer satisfaction, highlighting its extensive service network and after-sales support. This messaging builds trust and loyalty among consumers, knowing they will be well taken care of post-purchase.

# COMPETITOR ANALYSIS

- Competitor Analysis

Competitor 1: Bajaj Auto Ltd

Competitor 2: TVS Motor Company

Competitor 3: Honda Motorcycle and scooter India(HMSI)

# Competitor 1: Bajaj Auto Ltd

**Bajaj Auto Ltd.:** Bajaj Auto is a significant competitor to Hero MotoCorp, known for its innovative products and strong market presence. Bajaj's Pulsar and Dominar range compete with Hero's offerings in the premium motorcycle segment.

**USP:** Bajaj Auto's Unique Selling Proposition (USP) lies in its innovative and value-for-money products, particularly in the motorcycle segment. Here are some key points that could be part of its USP

Bajaj Auto Ltd. distinguishes itself in the automotive market through its innovative and value-driven approach, offering a wide range of motorcycles and three-wheelers that blend performance, style, and affordability. The company's USP lies in its ability to consistently introduce cutting-edge features and technologies, setting new standards in the industry. With a strong emphasis on delivering superior value for money, coupled.

# Online Communication:

Bajaj Auto Ltd. excels in online communication, leveraging its website and social media platforms to engage with customers effectively. The company's website provides a seamless user experience, allowing visitors to explore its diverse range of motorcycles and three-wheelers, access product information, and locate dealerships. Bajaj also maintains active profiles on popular social media channels such as Facebook, Instagram, and Twitter, where it shares updates on new product launches, offers maintenance tips, and engages with its audience. Through these online channels, Bajaj Auto effectively communicates its commitment to innovation, performance, and customer satisfaction, strengthening its brand presence and connection with customers in the automotive market.

# SWOT Analysis of Bajaj Auto Ltd

## Strengths:

Bajaj Auto, is the world's fourth largest two and three-wheeler auto manufacturer in the world. The company manufactures motorcycles, passenger carriers and goods carriers. The most popular brand in the two wheeler segment of Bajaj Auto's portfolio is Bajaj Pulsar. Bajaj Auto is a market leader in the three-wheeler segment in India, with its popular RE range of vehicles. The company has a strong focus on innovation, with a reputation for introducing new models and technologies in the market.

## Weakness:

Bajaj Auto was the leader in the scooter market till the motorcycle momentum picked up in the 1990s. Bajaj shut down its scooter business post that, but the scooter business is blooming and showed a growth of 12% in 2016. Honda Activa and other such models are the leaders in scooters. The company is losing out on a huge market by not re-entering the scooter market. Bajaj Auto has limited presence in the four-wheeler segment, which limits its ability to compete in the broader automotive market.

## **Opportunities:**

Bajaj Auto should further look to strengthen its product portfolio like it has done in the past with models of Avenger Pulsar, Discover etc. By continuously encapsulating new technologies into its portfolio, Bajaj's image of being an innovative company will also be maintained. Bajaj Auto can capitalize on the growing demand for electric vehicles by expanding its electric vehicle portfolio and infrastructure.

## **Threats:**

The 2-wheeler market in India is highly competitive with various top brands such as Global and Indian giants such as Suzuki, Hero MotoCorp, TVS etc. fighting to capture market share. Bajaj Auto faces intense competition from both domestic and international automakers, particularly in the motorcycle segment. Changes in government regulations, particularly related to emissions and safety standards, can impact Bajaj Auto's operations and profitability.

# Competitor 2: TVS Motor Company

**TVS Motor Company:** TVS Motor is another major player in the Indian two-wheeler market, offering a range of motorcycles and scooters. TVS' Apache series and Jupiter scooter compete with Hero's products in various segments.

**USP:** TVS Motor Company's Unique Selling Proposition (USP) lies in its commitment to innovation, performance, and customer satisfaction. With a focus on cutting-edge technology, TVS offers a range of motorcycles and scooters that deliver superior performance, fuel efficiency, and riding experience. The company's USP also includes its strong emphasis on customer feedback and continuous improvement, ensuring that its products meet the evolving needs of customers. Additionally, TVS has built a reputation for reliability and durability, making its vehicles a preferred choice among consumers. Overall, TVS Motor Company's USP is its ability to offer high-quality, technologically advanced vehicles that provide value for money and enhance the overall riding experience for customers.

# Online Communication:

TVS Motor Ltd. excels in online communication, utilizing its website and social media channels to engage with customers effectively. The company's website offers a user-friendly interface, allowing visitors to explore its range of motorcycles and scooters, check specifications, and locate dealerships. TVS also maintains active profiles on popular social media platforms like Facebook, Instagram, and Twitter, where it shares updates on new models, promotions, and events. Through these online channels, TVS Motor effectively communicates its brand values of innovation, performance, and customer satisfaction, fostering a strong connection with its audience and enhancing its brand presence in the automotive market.



# SWOT Analysis of TVS Company

## Strengths:

TVS Motor's strength lies in its extensive research and development process, creating products that lead the industry in innovation. TVS has established a strong research and development department that enables continuous innovation in the design of its products and the inclusion of the latest technologies in its products. TVS is a strong player in the scooter segment in India, with popular models like the Jupiter and NTorq. TVS Motor Company has a presence in international markets, particularly in Africa, Latin America, and Southeast Asia, which reduces its dependence on the Indian market.

## **Weaknesses:**

Although TVS has had a recent increase in revenue, it still doesn't stand out from big players like Bajaj Auto and Hero MotoCorp. These companies have a big advantage over TVS. The company's revenue is heavily dependent on the domestic market, which makes it vulnerable to fluctuations in the Indian economy.

## **Opportunities:**

India has experienced rapid growth in the 2-wheeler market, it is also expected that it will continue in the near term. India is the world's second-fastest-growing two-wheeler market. TVS will be able to capture the demand generated in the process of this. The company can further expand its presence in international markets, particularly in emerging economies where there is a growing demand for affordable motorcycles and scooters.

## **Threats:**

With multinational and national brands such as Yamaha, Bajaj Auto, Honda, and Hero MotoCorp, India's two-wheeler business is fiercely competitive. TVS being subjected to such competition must constantly innovate to thrive in such a fiercely competitive atmosphere. Changes in government regulations, particularly related to emissions and safety standards, can impact TVS Motor Company's operations and profitability.

# Competitor 3: Honda Motorcycle And Scooters(HMIS)

**Honda Motorcycle and Scooter India (HMSI):** Honda is a strong competitor to Hero MotoCorp, known for its reliable and fuel-efficient products. Honda's Activa scooter and CB Shine motorcycle compete with Hero's offerings in the scooter and commuter motorcycle segments.

**USP:** Honda Motorcycle and Scooter India's Unique Selling Proposition (USP) lies in its commitment to quality, innovation, and customer satisfaction. With a strong focus on reliability, Honda motorcycles and scooters are known for their durability and low maintenance costs, providing peace of mind to customers. The company's innovative technologies, such as the Honda Eco Technology (HET) for improved fuel efficiency, set its vehicles apart in the market. Additionally, Honda's wide range of models caters to various customer preferences, from stylish scooters for urban commuters to powerful motorcycles for enthusiasts. With a global reputation for excellence, Honda Motorcycle and Scooter India continues to be a top choice for consumers seeking reliable, fuel-efficient, and stylish two-wheelers.

# Online Communication:

- Honda Motorcycle and Scooter India (HMSI) effectively utilizes online communication to engage with its audience and promote its products. The company's website provides a user-friendly interface where customers can explore its range of motorcycles and scooters, check specifications, and locate dealerships. Honda also maintains active social media profiles on platforms like Facebook, Instagram, and Twitter, where it shares updates on new models, promotions, and events. Through these online channels, HMSI effectively communicates its brand values of innovation, reliability, and customer satisfaction, fostering a strong connection with its audience and enhancing its brand presence in the competitive two-wheeler market.

# **SWOT Analysis of Honda Motorcycle and scooters(HMAS)**

## **Strengths:**

**Strong Brand Image:** Honda has a strong brand image in India, known for its reliable and fuel-efficient motorcycles and scooters.

**Wide Product Range:** HMSI offers a wide range of motorcycles and scooters, catering to various market segments

**Focus on Innovation:** The company has a strong focus on innovation, with a reputation for introducing new models and technologies in the market.

**Global Presence:** HMSI is a subsidiary of Honda Motor Company, Japan, and benefits from its global presence and expertise.

## **Weaknesses:**

**Limited Presence in Premium Segment:** Honda has a limited presence in the premium motorcycle segment, which limits its ability to compete with other players in that segment.

**Dependence on Scooter Segment:** The company's revenue is heavily dependent on the scooter segment, which makes it vulnerable to fluctuations in consumer preferences.

## **Opportunities:**

**Electric Vehicle Market:** HMSI can capitalize on the growing demand for electric vehicles by expanding its electric vehicle portfolio and infrastructure.

**Global Expansion:** The company can further expand its presence in international markets, leveraging Honda's global brand presence.

## **Threats:**

**Competition:** HMSI faces intense competition from both domestic and international automakers, particularly in the motorcycle and scooter segments.

**Regulatory Changes:** Changes in government regulations, particularly related to emissions and safety standards, can impact HMSI's operations and profitability.

# Buyer's/Audience's Persona

**Name:** Rahul Sharma

**Demographics:**

**Age:** 28

**Gender:** Male

**Location:** Bangalore, Karnataka

**Occupation:** Software Engineer

**Income:** INR 10-15 lakhs per annum

# Psychographics:

**Lifestyle:** Urban, tech-savvy, active lifestyle

**Interests:** Adventure sports, travel, technology

**Values:** Performance, reliability, convenience

**Challenges:** Traffic congestion during commute, weekend getaways to nearby destinations.

## Buying Motivation:

Looking for a reliable and fuel-efficient two-wheeler for daily commute in Bangalore's traffic. Interested in a bike that offers good performance for weekend rides and occasional long trips. Values technology and features that enhance the riding experience.



## **Concerns:**

Budget-conscious, looking for value for money.

Safety is a priority, especially in city traffic and during long rides.

Seeks a brand with a strong service network and good resale value.

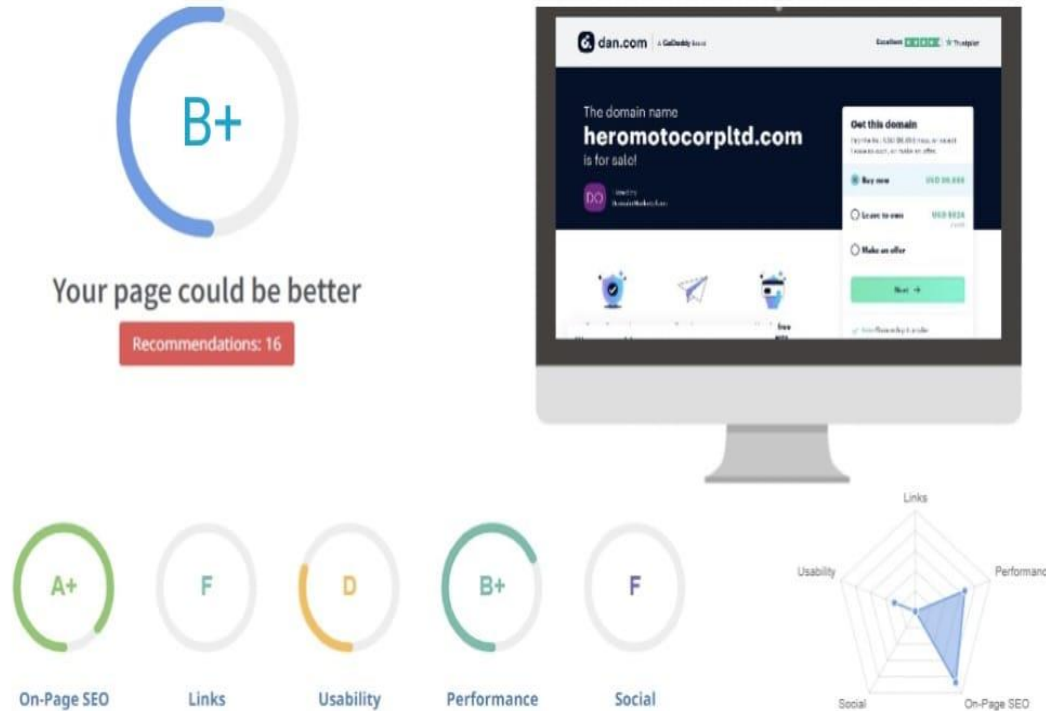
## **How Hero MotoCorp Ltd can appeal to Rahul:**

Highlight the fuel efficiency and performance of their bikes, emphasizing convenience and ease of commute.

Showcase features that enhance the riding experience, such as advanced technology and comfort features. Offer promotions or discounts that align with his budget-conscious mindset.

Provide testimonials or reviews from other tech-savvy urban riders who have found Hero MotoCorp bikes to be reliable and enjoyable for their lifestyle.

# SEO Audit



Evaluate the overall presentation, structure and content of the standalone financial statements, including the disclosures, and whether the standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

# SEO Audit

## Recommendations

Toggle:

Links

On-Page SEO

Social

Performance

Usability

Execute a Link Building Strategy	Links	High Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Improve site load speed	Performance	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	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
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add lang attribute	On-Page SEO	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority

# On Page Optimization

**Focus Keywords:** Hero motocorp ltd hf deluxe self, India's hero motocorp ltd, Hero motocorp india pvt ltd, Hero MotoCorp ltd and Ashok leyland.

**Meta Title :** Hero MotoCorp Ltd Hf Deluxe self| India's Hero motoCorp Ltd| Hero motocorp ltd and ashok leyland.

**Meta Description:** Discover insights into Hero MotoCorp Ltd leadership, products, and market position. Explore India Hero Moto Corp Ltd's range of motorcycles and scooters, synonymous with innovation, performance, and reliability.

# On Page Optimization(content Optimization)

**Introduction:** certainly! Let's break down each term with a brief introduction:

**Hero MotoCorp Ltd HF Deluxe:** The Hero Moto Corp Ltd HF Deluxe Self is a motorcycle model manufactured by Hero MotoCorp, a leading motorcycle manufacturer in India. It's known for its reliability, fuel efficiency, and affordability, making it a popular choice among commuters.

**India's Hero MotoCorp Ltd:** It is the world's largest manufacturer of motorcycles and scooters. It's a prominent player in India's automotive industry, known for its wide range of two-wheelers catering to diverse consumer needs.

**Hero MotoCorp India Pvt Ltd :** It is the official name of the company that is commonly known as Hero MotoCorp. It is the world's largest manufacturer of motorcycles and scooters, headquartered in New Delhi, India.

**Hero MotoCorp Ltd and Ashok Leyland:** These are both prominent companies in the Indian automotive industry, but they operate in different segments. Ashok Leyland is a major player in the commercial vehicle segment, particularly in the production

**conclusion:** In conclusion, optimizing Hero MotoCorp Ltd's website for on-page factors is crucial for enhancing its online visibility, attracting organic traffic, and improving user engagement. By implementing strategies such as keyword research, content optimization, URL structuring, internal linking, image optimization, page speed optimization, mobile optimization, schema markup, and prioritizing user experience, Hero MotoCorp can effectively position itself for success in the competitive online landscape.

**Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.**


- Getting a free tool to do keyword research is a task since most tools are paid.
- Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.
- We understood how the users search & gained insights into the kind of keywords people search for.





## **Part-3. Content Ideas & Marketing Strategies:**

- Content Idea Generation & Strategy: Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind only for the post and story mentioned in the calendar.


# Content Calendar for Hero MotoCorp Ltd for the month of July

07 JULY

Easily Schedule & Publish Your Social Media Posts with  SocialPilot

1 Canada Day  #CanadaDay	2  Holiday	3 International Plastic Bag Free Day #PlasticBagFreeDay	4 Independence Day (US)  #July4th	5  Blog	6 International Kissing Day #InternationalKissingDay	
7 World Chocolate Day  #WorldChocolateDay	8  Reel	9   	10 National Pina Colada Day #NationalPinaColadaDay	11  pod cast episode 1	12 Pecan Pie Day #PecanPieDay	13   
14 Shark Awareness Day #SharkAwarenessDay	15  post	16  Post Type	17 World Emoji Day #WorldEmojiDay	18 World Listening Day #WorldListeningDay	19   	20 National Moon Day #NationalMoonDay
21   	22 Mango Day #MangoDay	23  Story	24   	25  ebook	26 Disability Independence Day #DisabilityIndependenceDay	27 National Refreshment Day #NationalRefreshmentDay
28  pod cast ep2	29 International Tiger Day  #InternationalTigerDay	30 International Friendship Day #GripOfFriendship	31 National Avocado Day #NationalAvocadoDay			

Holiday  
blog  
reel  
pod cast 1  
post type  
pod cast 2  
ebook  
story





# Strategy, Aim and the idea behind the story



The strategy behind this is as the part of their marketing strategy to engage with their audience, showcase products, share behind-the-scenes content, promote events, and provide updates about their brand. The aim is usually to increase brand awareness, foster customer loyalty, and drive engagement.

# Strategy, Aim and the idea behind this post



The top speed of the Hero Xtreme 125R is typically around 100-110 km/h, depending on various factors such as road conditions and rider weight. ARAI mileage of Xtreme 125R is 66 kmpl. Fuel economy of Hero Xtreme 125R, as reported by its owners, is 60 kmpl. Xtreme 125R mileage as reported by experts is 56.76 kmpl.

## Part-3. Content Ideas & Marketing Strategies:

**Content Ideas:** Create informative guides related to your industry or niche that provide value to your audience. **Case Studies:** Share success stories or examples of how your product/service has helped customers achieve their goals. **Blog Posts:** Write blog posts about industry trends, news, or topics relevant to your audience. **User-Generated Content:** Encourage your customers to share their experiences with your product/service through testimonials, reviews, or social media posts.

**Marketing Strategies:** **Social Media Marketing:** Utilize platforms like Facebook, Instagram, Twitter, and LinkedIn to reach and engage with your target audience. **Email Marketing:** Build an email list and send regular newsletters with valuable content, promotions, and updates. **Influencer Marketing:** Partner with influencers in your industry to reach their followers and gain credibility. **SEO:** Optimize your website and content for search engines to improve visibility and drive organic traffic. **Paid Advertising:** Invest in online advertising.

# Part 4: Content Creation and Curation

## Post Creation:

- Select Content Categories: Come up with three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with the CTAs.

Format 1

Format 2

Format 3

# Format 1:Static post on Xoom



Regular maintenance serves as the foundation for a scooter's long and healthy life. For your Hero Xoom scooter, which is considered the best mileage scooter in India by many people, following a comprehensive maintenance checklist is vital.



# Format2: Reel Post on Mavrick 440



Powering the new Hero Mavrick is a 440cc, single-cylinder, air/oil-cooled engine that makes 27bhp and a peak torque of 36Nm. It is linked to a six-speed gearbox. The Mavrick 440 gets a trellis frame and rides on telescopic front forks and a monoshock. Its braking hardware includes a 320mm front and 240mm rear disc brake with dual-channel ABS. The brakes are mounted on 17-inch wheels wrapped in 110/70 front and 150/60 rear tyres.

# Format3: Carousel Post on Xtreme 125R



The top speed of the Hero Xtreme 125R is typically around 100-110 km/h, depending on various factors such as road conditions and rider weight. ARAI mileage of Xtreme 125R is 66 kmpl. Fuel economy of Hero Xtreme 125R, as reported by its owners, is 60 kmpl. Xtreme 125R mileage as reported by experts is 56.76 kmpl. Hero Xtreme 125R usually comes equipped with both electric start and kick start options for added convenience.

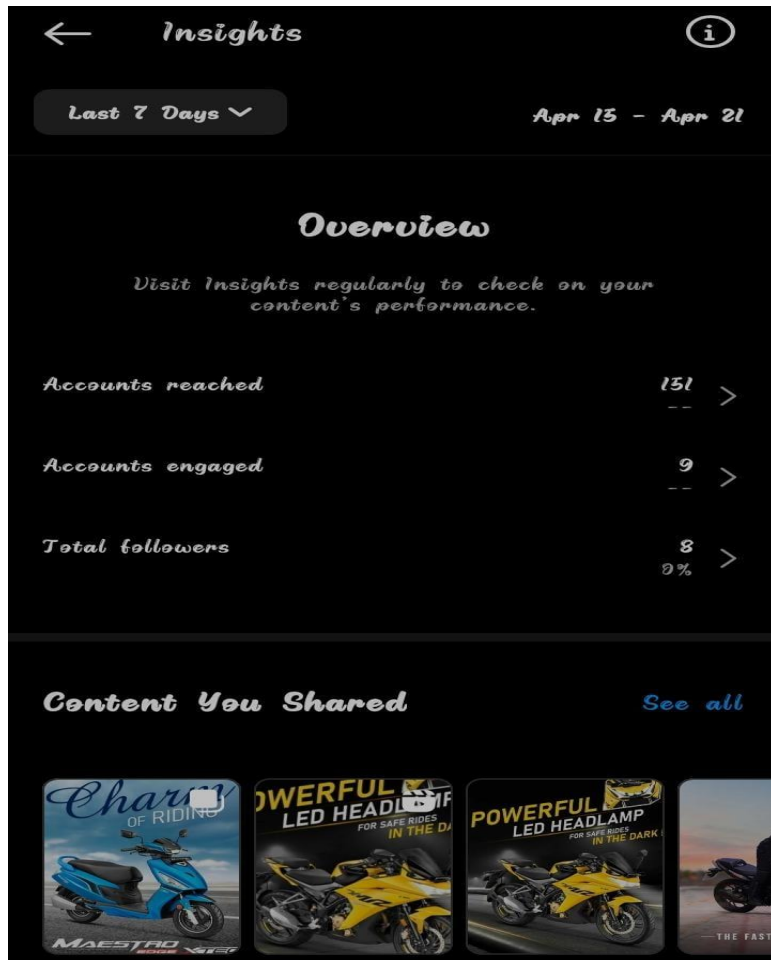
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# Story Insights-Q&A

Reach is 151

Impressions is 9

Likes is 9%

Etc...

Areas for improvement:

1) Story could be better. Quiz option would help in getting engagement.

2) Since the shares of informative stories are more, we could create more informative stories.

# Part 4: Content Creation and curation

## Designs/videos Editing

- Design Tools Familiarization(use Canva for creating visually appealing graphics)
- Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.



## Post Link:

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4Mjc0NTA2NTM1MjA1NDk1?story\\_media\\_id=3351619551195960568\\_66130614259&igsh=MWk3bGFlaG95dzV0bA==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4Mjc0NTA2NTM1MjA1NDk1?story_media_id=3351619551195960568_66130614259&igsh=MWk3bGFlaG95dzV0bA==)



## Video:

<https://www.instagram.com/reel/C6DW5dNyBk5/?igsh=MWRwNDN4NjQ4M3Zucg==>

***Thank You***