

DIGITAL MARKETING

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

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

2: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

Global Leadership: 1:Hero MotoCorp aims to be a global leader in the two-wheeler industry, setting benchmarks in technology, innovation, and customer satisfaction.

Customer Centricity:2: The company is committed to exceeding customer expectations by providing high-quality products and services that enhance the overall ownership experience.

Innovation: 3:Hero MotoCorp focuses on continuous innovation, developing new technologies and products that address the evolving needs of customers and markets.

Sustainability: 4:The company is dedicated to sustainable business practices, minimizing its environmental impact and contributing to the communities in which it operates.

Employee Development: 5: Hero MotoCorp values its employees and is committed to their development and well-being, creating a culture of excellence and growth.

Values:

Customer centricity: Hero MotoCorp is committed to exceeding customer expectations through continuous innovation and Customer product enhancements.

Quality: The company maintains the highest standards of quality in its products and services, ensuring customer satisfaction and trust.

Integrity: Hero MotoCorp conducts its business with integrity, honesty, and transparency in all its dealings.

Respect for People: The company values its people, fostering a culture of inclusivity, diversity, and mutual respect.

Innovation: Hero MotoCorp focuses on innovation in technology and design, continuously striving to develop new and better products.

Speed: The company values speed in decision-making and execution, ensuring quick responses to market changes and customer needs

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.

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.

Innovation: Hero MotoCorp positions itself as an innovative brand, continuously introducing new technologies and features in its products.

Value for Money: Hero MotoCorp's messaging often emphasizes the value-for-money proposition of its products, highlighting their affordability and cost-effectiveness. consumers looking for high-quality products at a reasonable price.

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

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.

COMPETITOR ANALYSIS

Competitor 1: Bajaj Auto Ltd

Competitor 2: TVS Motor Company

**Competitor 3: Honda Motorcycle and
Scooter india (hmsi)**

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.

SWOT Analysis of Bajaj Auto Ltd

Strengths:

Strong Brand Image: Bajaj Auto has a strong brand image in India, known for its reliable and fuel-efficient motorcycles like the Pulsar and Discover.

Market Leadership in Three-Wheeler Segment: Bajaj Auto is a market leader in the three-wheeler segment in India, with its popular RE range of vehicles.

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

Weaknesses:

Limited Presence in Four-Wheeler Segment: Bajaj Auto has limited presence in the four-wheeler segment, which limits its ability to compete in the broader automotive market.

Dependence on Entry-Level Motorcycles: The company's revenue is heavily dependent on entry-level.

opportunities

Electric Vehicle Market: Bajaj Auto 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, particularly in emerging economies where there is a growing demand for affordable motorcycles and three-wheelers.

Threats:

Competition: Bajaj Auto faces intense competition from both domestic and international automakers, particularly in the motorcycle segment.

Regulatory Changes: Changes in government regulations, particularly related to .

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 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, 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 customers

SWOT Analysis of TVS Company

Strengths:

Diverse Product Portfolio: TVS Motor Company has a diverse product portfolio, including motorcycles, scooters, and mopeds, catering to various market segments.

Strong Presence in Scooter Segment: TVS is a strong player in the scooter segment in India, with popular models like the Jupiter and NTorq.

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: 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.

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

Dependence on Domestic Market: The company's revenue is heavily dependent on the domestic market, which makes it vulnerable to fluctuations in the Indian economy.

Opportunities:

Electric Vehicle Market: TVS Motor Company 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, particularly in emerging economies where there is a growing demand for affordable motorcycles and scooters.

Threats:

Competition: TVS Motor Company faces intense competition from both domestic and international automakers,

Competitor 3: Honda Motorcycle And Scooters(HMIS)

Honda Motorcycle and Scooter India (HMSI): Honda is a strong MotoCorp, known for its reliable and fuel-efficient products. Honda's Activa scooter and 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 reliability, Honda motorcycles and scooters are known for their durability and low maintenance costs, providing peace of mind to customers.

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: Srinivas

Demographics:

Age: 30

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.

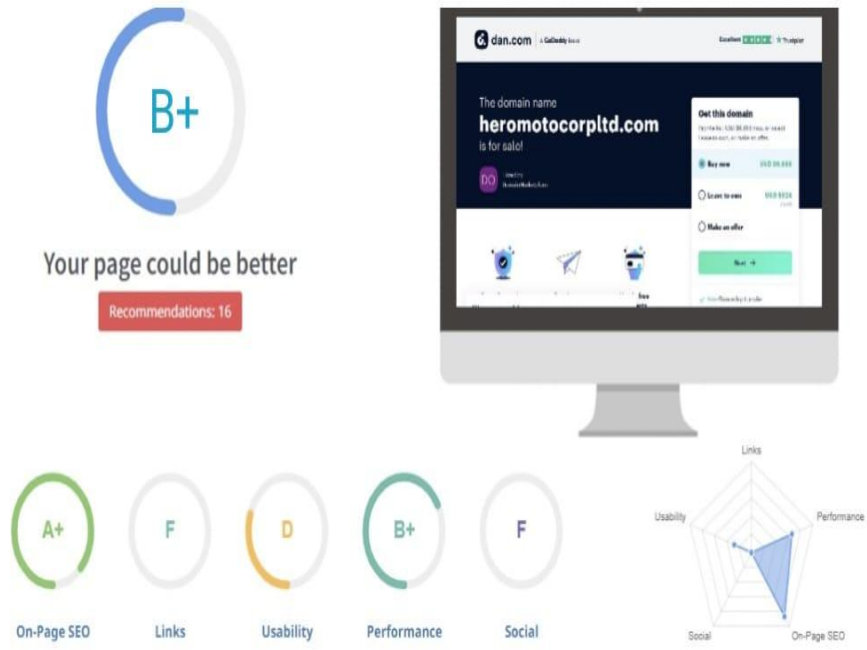
Showcase features that enhance the riding experience, such as advanced technology and comfort features.

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.

Part2 : SEO & Keyword Research

SEO Audit



1. **Analytics and Tracking:**

- Ensure proper implementation of analytics tools such as Google Analytics and Google Search Console.
- Analyze website traffic, user behavior, and conversion metrics.
- Set up goals and tracking mechanisms to measure SEO performance.

2. Social Media Integration:**

- Assess the integration of social media channels with the website.
- Evaluate social engagement and its impact on SEO.

Seo audit

Recommendations

Toggle: Usability On-Page SEO Social Performance Links

Execute a Link Building Strategy	Links	High Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Improve site load speed	Performance	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	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
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
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	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

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

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

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 and 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.

Part 3: Content Ideas and Marketing Strategies


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Content Calendar for Hero Motocorp Ltd for the month of July

07 JULY

Easily Schedule & Publish Your Social Media Posts with  SocialPilot

1Canada Day



#CanadaDay


2

Holiday

3International Plastic Bag Free Day

#PlasticBagFreeDay

4Independence Day (US)



#July4th


5

Blog

6International Kissing Day

#InternationalKissingDay

7World Chocolate Day



#WorldChocolateDay

8

Reel

9

10National Pina Colada Day

#NationalPinaColadaDay

11

pod cast episode 1

12Pecan Pie Day

#PecanPieDay

13

14Shark Awareness Day

#SharkAwarenessDay

15

post

16

Post Type

17World Emoji Day

#WorldEmojiDay

18World Listening Day

#WorldListeningDay

19

20National Moon Day

#NationalMoonDay

21

22Mango Day

#MangoDay

23

Story

24

25

ebook

26Disability Independence Day

#DisabilityIndependenceDay


27National Refreshment Day

#NationalRefreshmentDay

28

pod cast ep2

29International Tiger Day



InternationalTigerDay

30International Friendship Day

#DayOfFriendship

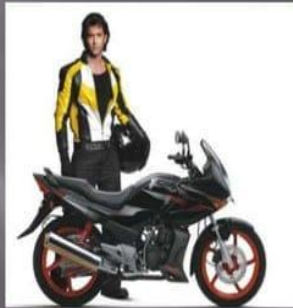
31National Avocado Day

#NationalAvocadoDay

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

Strategy,Aim and the idea behind this story

HERO MOTOCORP



PRESENTED BY
KUNAL KHAMESRA

The strategy aim of Motocorp Ltd, also known as Hero MotoCorp, likely revolves around maintaining its position as a leading manufacturer of motorcycles and scooters, both in terms of market share and innovation. The idea behind its story could emphasize mobility solutions that empower individuals, promote sustainable transportation, and contribute to economic growth and societal progress.

Strategy,Aim and the idea behind the post



Could you please provide more context or specify what you mean by "static post on glamour"? Are you referring to a specific article, topic, or something else?

Part3: Content Ideas and Marketing strategies

Product Launches: Highlight the features and benefits of new motorcycle models. Customer Testimonials: Share stories from satisfied customers to build trust and credibility. Brand History: Explore Hero MotoCorp's journey, milestones, and contributions to the industry.

Social Media Campaigns: Utilize platforms like Instagram, Facebook, and Twitter to engage with a younger audience through visually appealing content and interactive campaigns

Part 4: Content Creation and curation

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 glamour

The aim behind a glamour bike is to offer a stylish, attractive, and often sleek design that appeals to riders who value aesthetics along with functionality. The strategy revolves around creating a bike that not only performs well but also turns heads with its appearance, thereby attracting a specific demographic of riders who prioritize style.



Format:2 maestro 125

"Maestro 125" appears to be a model of a scooter manufactured by Hero MotoCorp Ltd. As of my last update, I don't have specific details about this particular model. However, it's likely to be a variant or an updated version of the Maestro series, possibly with a 125cc engine, targeting customers looking for more power and performance compared to smaller engine models. For precise specifications and features, it's best to check Hero MotoCorp's official website or contact a local dealership.



Format 3: Carousel Post On Maestro Edge XTEC

Caption : The Maestro Edge XTEC is a scooter model produced by Hero MotoCorp. It's known for its advanced features like the XTEC sensor technology, which enhances performance and fuel efficiency. It also typically boasts sleek design elements and comfortable riding experience. For the most accurate and up-to-date information, I recommend checking Hero MotoCorp's official website or contacting a dealership directly.

Hashtags: #maestroedgextec #heromotocorpltd
#maestroscooty #livethelegend



Story Insights-Q&A



Reach is _5_

Impressions is _5_

Likes is ____

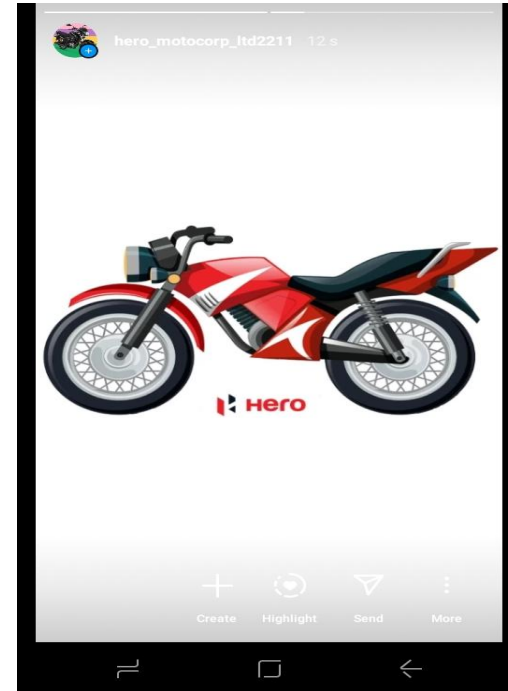
Etc...

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

Instagram Story Screenshots of story



Highlights for Story

<https://www.instagram.com/p/C5-XO9LP8si/?igsh=MnVjamtnMjAxcWx0>



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 topic.

Post link



<https://www.instagram.com/p/C5-XO9LP8si/?igsh=MnVjamtnMjAxcWx0>

Could you please provide more context or specify what you mean by "static post on glamour"? Are you referring to a specific article, topic, or something else?

Hashtags:
#heromotocropltd#glamou
r#bike#theride

Video link

https://www.instagram.com/reel/C6GRz_SvPS3/?igsh=MXNpeHB6aWEwd2ZkZA==



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#hero #company#maestro# theriide# Hero Motocorp ltd #