

# 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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## **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

**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.

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

**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.

# VALUES OF HERO MOTOCORP LTD

**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.

**Environment:** Hero MotoCorp is committed to environmental sustainability, implementing eco-friendly practices in its operations.

# 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.

## Analyze 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.

**Customer Focus:** Hero MotoCorp's messaging also emphasizes its commitment to customer satisfaction, highlighting its extensive service network .

## Examine the brand's tagline:

Hero MotoCorp Ltd., the world's largest manufacturer of motorcycles and scooters, is renowned for its tagline "The Hero Within Us" empowerment, and self-belief. It aims to evoke a sense of pride and confidence in every individual, suggesting that everyone possesses the potential to be a hero in their own right. This resonates strongly with Hero MotoCorp's mission of providing reliable and innovative mobility solutions that empower people to achieve their dreams..



# **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 with a reputation for reliability and durability, Bajaj Auto has built a loyal customer base both domestically and internationally. Through its commitment to excellence and customer satisfaction, Bajaj Auto continues to lead the way in the two-wheeler and three-wheeler segments, shaping the future of mobility.

## 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:

**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 motorcycles, which makes it vulnerable to fluctuations in the economy and consumer preferences.

## 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 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:

**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 Torq.

**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.

## Weaknesses:



**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, particularly in the motorcycle and scooter segments.

**Regulatory Changes:** 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.

## 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:** Ammulu

## **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.



# Part2: SEO & Keyword Research

## SEO Audit



Your page could be better

Recommendations: 16



To conduct an SEO audit for Hero MotoCorp Ltd, you should typically review factors like website structure, content quality, keyword optimization, backlink profile, mobile optimization, and technical SEO elements.



On-Page SEO



Links



Usability



Performance



Social



# SEO Audit

Toggle:

Usability

Links

On-Page SEO

Social

Performance

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

Performing a thorough SEO audit of Hero MotoCorp Ltd involves analyzing various aspects such as website structure, content quality, keyword optimization, backlink profile, and technical SEO factors. Due to the complexity and depth of such an audit, it would require access to their website analytics, SEO tools, and other relevant data.

# Keywords Research

| <input type="checkbox"/> Keyword   | Volume <sup>①</sup> | Competition <sup>①</sup> | KEI <sup>①</sup> | No Click Searches <sup>①</sup>  |
|--|---------------------|--------------------------|------------------|---|
| <input type="checkbox"/> hero motocorp ltd                        | 180                 | 48                       | 23               |    |
| <input type="checkbox"/> hero motocorp ltd share price            | 90                  | 23                       | 85               |    |
| <input type="checkbox"/> hero motocorp ltd annual report 2017 18  | 55                  | -                        | -                |    |
| <input type="checkbox"/> hero motocorp ltd zoominfo               | 55                  | -                        | -                |    |
| <input type="checkbox"/> india's hero motocorp ltd                | 28                  | -                        | -                |    |
| <input type="checkbox"/> HERO MOTOCORP LTD HF DELUXE S...         | 24                  | -                        | -                |    |
| <input type="checkbox"/> Hero MotoCorp Ltd annual reports         | 24                  | -                        | -                |    |
| <input type="checkbox"/> Senior Brand Manager Hero MotoCor...     | 24                  | -                        | -                |    |
| <input type="checkbox"/> Senior Brand Manager Hero MotoCor...     | 24                  | -                        | -                |    |
| <input type="checkbox"/> hero motocorp india pvt ltd              | 24                  | -                        | -                |    |
| <input type="checkbox"/> hero motocorp ltd and ashok leyland    | 24                  | -                        | -                |  |

Keyword Objective: Sale oriented

- Hero motocorp ltd HF deluxe self
- India's hero motocorp ltd
- Hero motocorp india pvt ltd
- Hero motocorp ltd and ashok leyland

We can use these 4 as primary keywords since they have decent volumes and are relevant to the band products

# 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)

**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 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.

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

07 JULY

Easily Schedule & Publish Your Social Media Posts with  SocialPilot

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

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



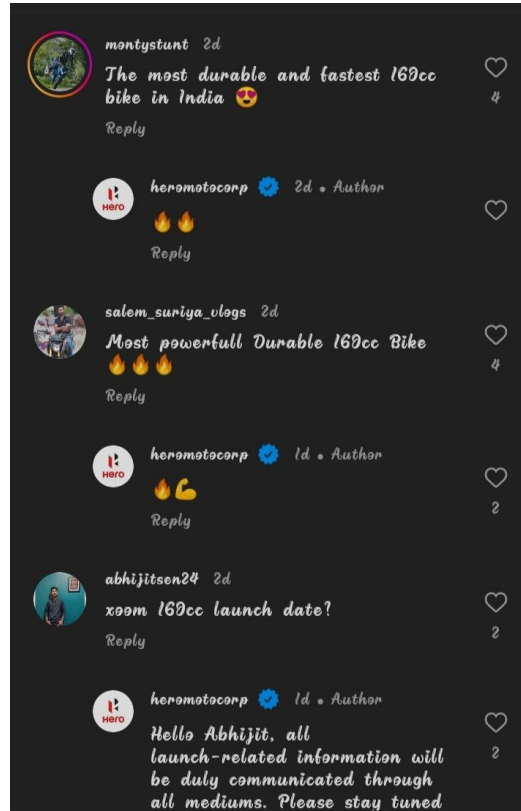


## Strategy,Aim and the idea behind this story



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

# Strategy, Aim and the idea behind the post



The strategy behind a post it involve promoting their latest products, sharing customer stories, highlighting company achievements, or emphasizing their commitment to sustainability and innovation. The aim is typically to engage with their audience, build brand loyalty, and potentially attract new customers. The idea could be to showcase the benefits of their products, share inspiring stories related to their brand, or provide useful tips motorcycles.

## Part3: Content Ideas and Marketing strategies

**Content Ideas:** Create informative guides related to your industry or niche that provide value to your audience. Infographics: Visual content is highly engaging. Create infographics to convey information in a visually appealing way. Video Tutorials: Make videos demonstrating how to use your product/service or offering tips and tricks.

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.

## 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 Extreme 160R 4V

**Caption :** The Extreme 160 R 4V is a high performance motorcycle .The Extreme 160RThe Extreme 160R 4V is a sporty motorcycle manufactured by Hero MotoCorp. It is equipped with a 163cc single-cylinder engine featuring four valves, hence the "4V" designation, which enhances performance and efficiency. The bike boasts a sleek design with sharp lines and aggressive styling, making it stand out on the road. It also comes with advanced features such as LED lighting, digital instrument cluster, and single-channel ABS for added safety. With its combination of power, style, and technology, the Extreme 160R 4V offers an exhilarating riding experience for enthusiasts.

**Hashtag:**#extreme160r4v#heromotocorpLtd,#indiaheromotocorp  
#heromotopvt#fastestbikes



## Format2: Reel Post on Karizma

**Caption:** Karizma XMR is a variant of the Hero Karizma motorcycle series. It's known for its sporty design, powerful engine, and comfortable riding experience. The Karizma typically features a refined engine, advanced technology, and stylish aesthetics, catering to enthusiasts looking for a combination of performance and style in their two-wheeler.

### Hashtags:

#karizmaxmr#heromotocorpltd#RideTheLegend  
#livethelegend#northlandsbikes





## 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

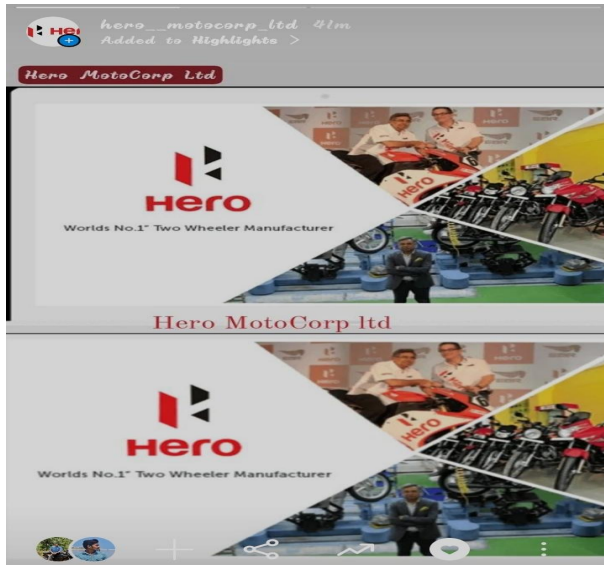


# Part 4: Content Creation and Curation

## Instagram Story

### Screenshots of story

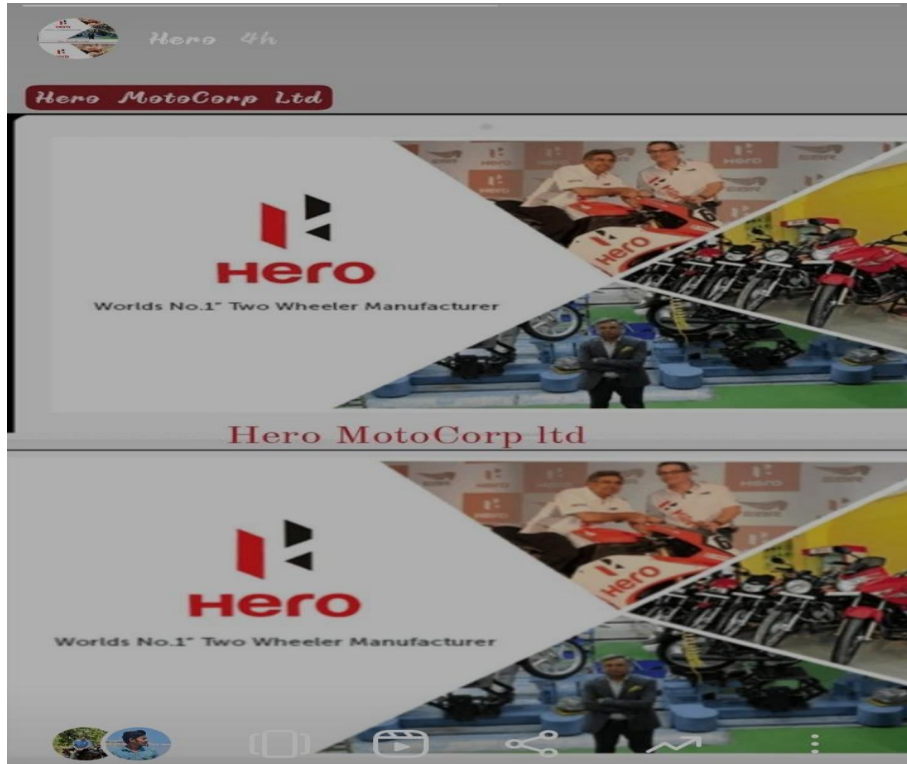
[https://winstagramww.com/hero\\_\\_motocorp\\_ltd?igsh=YWZhYW1rd3A5aTk=](https://winstagramww.com/hero__motocorp_ltd?igsh=YWZhYW1rd3A5aTk=)

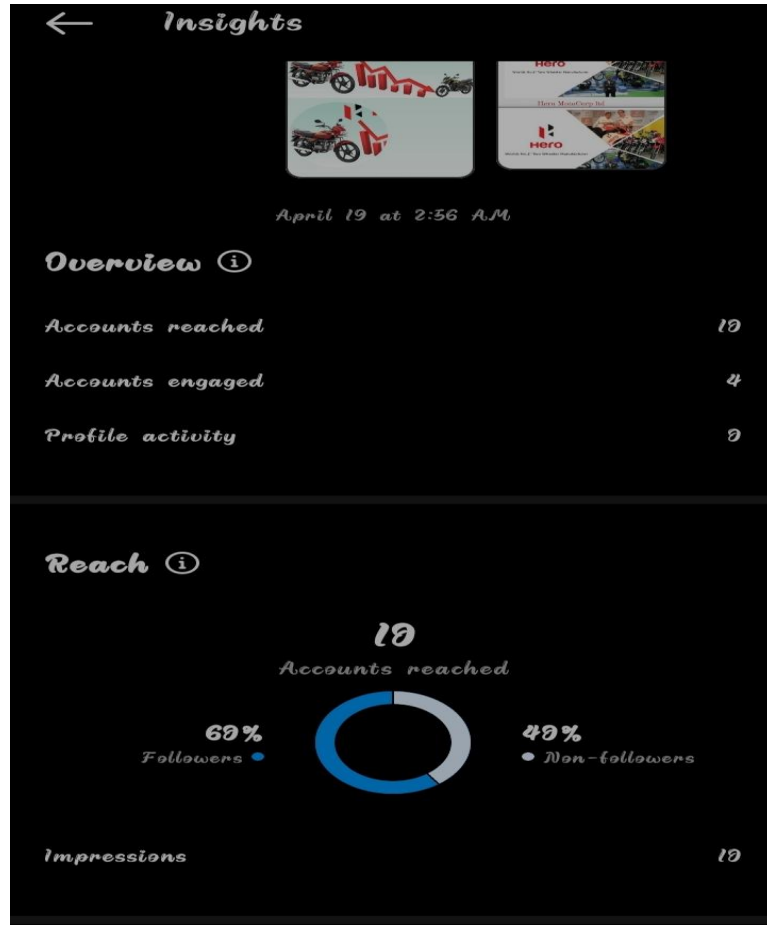




# Highlights for Story

[https://www.instagram.com/hero\\_\\_motocorp\\_ltd?igsh=YWZhdW1rd3A5aTk=](https://www.instagram.com/hero__motocorp_ltd?igsh=YWZhdW1rd3A5aTk=)





## Story Insights-Q&A

Reach is 10

Impressions is 10

Likes is 4

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/p/C58U7e3Pds6/?igsh=MW43ZGdoZmFxOGE2bA==>

The Extreme 160 R 4V is a high performance motorcycle .The Extreme 160RThe Extreme 160R 4V is a sporty motorcycle manufactured by Hero MotoCorp. It is equipped with a 163cc single-cylinder engine featuring four valves, hence the "4V" designation, which enhances performance and efficiency. The bike boasts a sleek design with sharp lines and aggressive styling, making it stand out on the road.

**HashTags:** #xtreme160R4V #heromotocorp  
#thelegendride #fastestbikes



## Video link

<https://www.instagram.com/reel/C581E5APEBu/?igsh=ajN3Mm5tcXF3Z2s2>

Karizma XMR is a variant of the Hero Karizma motorcycle series. It's known for its sporty design, powerful engine, and comfortable riding experience. The Karizma typically features a refined engine, advanced technology, and stylish aesthetics, catering to enthusiasts looking for a combination of performance and style in their two-wheeler.

## Hashtags:

#karizmaxmr#heromotocorpltd#RideTheLegend  
#livethelegend#northlandsbikes