

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

Hero MotoCorp Ltd., as a leading two-wheeler manufacturer, has been involved in various initiatives and missions over the years. Here are some key aspects:

1.Community Engagement: The company often engages in various community development projects, including education, healthcare, and infrastructure development, as part of its corporate social responsibility efforts.

2.Market Expansion: Hero MotoCorp has been focused on expanding its market presence globally. This involves entering new markets, forming strategic partnerships, and establishing a strong distribution network.

These missions reflect Hero MotoCorp's commitment to innovation, sustainability, safety, social responsibility, and global expansion in the two-wheeler industry.

VALUES OF HERO MOTOCORP LTD

Values:

Hero MotoCorp Ltd., one of the largest two-wheeler manufacturers in the world, While these values may evolve over time, they typically include:

1.Excellence: Striving for excellence in everything they do, from product design and manufacturing to customer service and corporate governance.

2.Sustainability: Committing to environmentally responsible practices, social welfare initiatives, and sustainable growth strategies.

These values guide Hero MotoCorp in achieving its vision of becoming the "world's leading two-wheeler company with a focus on sustainable development."

UNIQUE SELLING PROPOSITIONS(USP)

Unique Selling Propositions (USPs) are distinctive qualities or features that set a product, service, or brand apart from its competitors in the eyes of customers. They are designed to highlight the unique benefits and advantages that a product or service offers, compelling customers to choose it over alternatives.

Here are some key points about USPs:

1.Consistency: To be effective, USPs must be consistently delivered and reinforced through all aspects of the business, including product design, customer service, and marketing efforts.

2.Evolving with Market: USPs may need to evolve over time to stay relevant in a changing market or to address shifting customer preferences and trends.

Overall, USPs play a crucial role in attracting and retaining customers by highlighting what makes a product or service uniquely valuable to them.

Analyze Brand Messaging:

Analyzing brand messaging involves evaluating how effectively a brand communicates its values, personality, and offerings to its target audience. Key aspects include consistency across different channels, clarity of message, alignment with brand identity, resonance with the target audience, and differentiation from competitors. It often involves qualitative and quantitative research, including surveys, focus groups, social media monitoring, and sentiment analysis, to gauge audience perceptions and effectiveness.

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

Hero MotoCorp Ltd and Bajaj Auto Ltd are two separate entities in the Indian automotive industry.

Bajaj Auto Ltd:

1. Established in 1945, Bajaj Auto is one of the oldest and largest manufacturers of two-wheelers and three-wheelers in India.
2. The company has a diverse product portfolio, including motorcycles, scooters, and auto-rickshaws.
3. Bajaj Auto is known for its innovative approach and has introduced several popular models in the Indian market, such as the Bajaj Pulsar and the Bajaj Discover.

While both companies operate in the same industry, they have distinct histories, product lines, and market strategies.

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, customer satisfaction connection within the automotive market

SWOT Analysis of Bajaj Auto Ltd

Strengths:

- 1.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.
- 2.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.
- 3.Focus on Innovation:** The company has a strong focus on innovation, with a reputation for introducing new models and technologies in the market.

Weaknesses:

- 1.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.
- 2.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 is an Indian multinational motorcycle manufacturer headquartered in Chennai, India. It was founded in 1978 and is part of the TVS Group, which has interests in various industries including automotive, aviation, and finance. TVS Motor Company is one of the largest two-wheeler manufacturers in India and produces a wide range of motorcycles, scooters, and mopeds. They have a strong presence in both domestic and international markets, with subsidiaries and operations in countries like Indonesia, Colombia, and Bangladesh. Known for their innovation and quality, TVS Motor Company has been a significant player in the Indian automotive industry for decades.

Online communication:

TVS Motor Company utilizes various online communication channels to engage with its customers, stakeholders, and the general public. This includes:

1. Online Advertising: TVS Motor Company employs online advertising campaigns across various digital platforms to reach a wider audience and promote their products and brand.

2. Email Marketing: They may use email newsletters and promotions to communicate directly with customers and subscribers, providing them with updates on new products, offers, and events.

3. Mobile Apps: TVS Motor Company may also have mobile applications for managing services, providing product information, and facilitating customer support.

By leveraging these online communication channels, TVS Motor Company aims to maintain a strong online presence, connect with customers, and enhance brand visibility and engagement.

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.

Weaknesses:

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, 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 Pvt. Ltd. (HMSI) is a subsidiary of Honda Motor Company, Japan, and is one of the leading manufacturers of motorcycles and scooters in India. HMSI offers a wide range of two-wheelers catering to various segments and preferences of customers. Some of their popular models include Activa, Dio, CB Shine, CB Hornet, Unicorn, and more. They focus on delivering reliable, fuel-efficient, and stylish vehicles with advanced features and technology. There isn't specific information available about "Honda Motorcycle And Scooters" (HMIS). It's possible that this could be a new division or initiative launched by Honda after my last update. If you have any other questions or need information on a different topic, feel free to ask!

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.

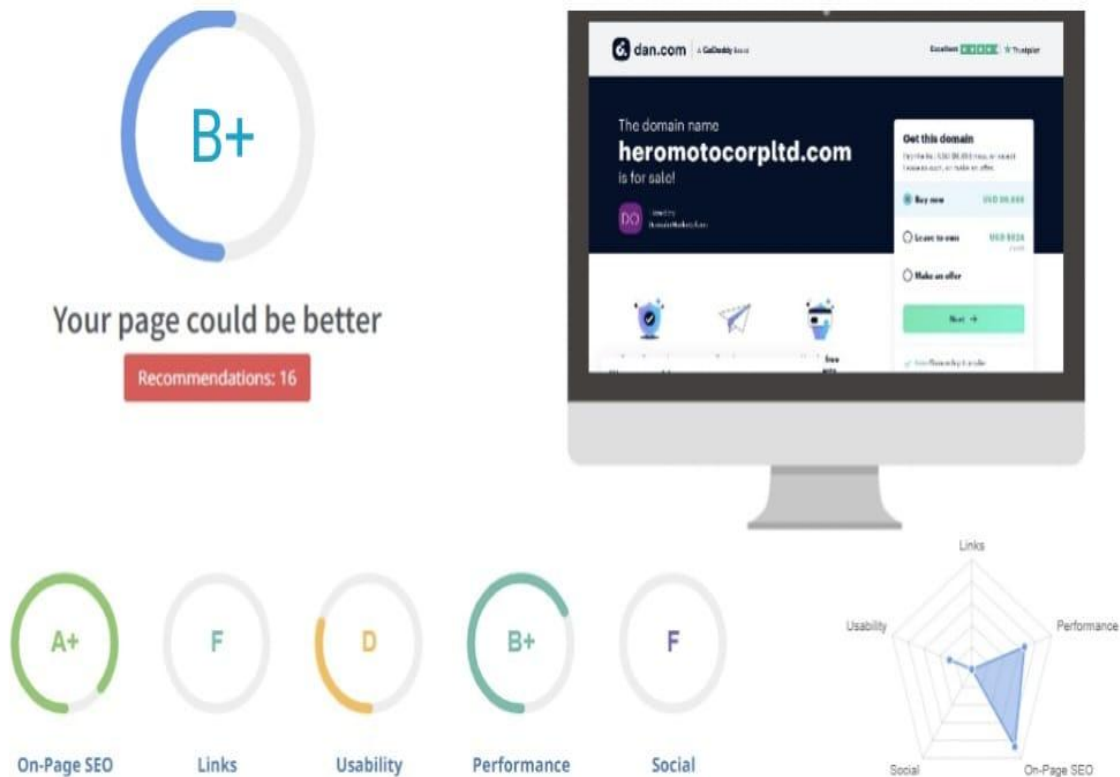
Seeks a brand with a strong service network and good resale value.

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



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.

SEO Audit

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

Keywords Research

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

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)

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 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

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



Strategy, Aim and the idea behind this story



**HERO MOTO
CORP**

*The Name You Know
The Company You Don't*



The strategy behind this is as the part of their marketing strategy it would likely involve leveraging the platform to showcase their products, engage with customers, and build brand awareness among a younger demographic. This could include sharing user-generated content, behind-the-scenes glimpses, and highlighting their commitment to innovation and sustainability.

Strategy,Aim and the idea behind the post



The strategy could involve highlighting key features of their products, promoting their brand values like reliability and innovation, and engaging with their audience through interactive content. The aim would likely be to increase brand awareness, drive sales, and foster a strong online community of customers and enthusiasts. The idea behind the post could be to showcase a new product launch, share customer testimonials, or even run a contest or giveaway to encourage user engagement. 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 and information related to the world of motorcycles.

Part3: Content Ideas and Marketing strategies

1. **Localized Marketing:** Tailor content and campaigns to specific regions or cities to connect with local communities. This could include events, promotions, and content featuring local landmarks or culture.
2. **Educational Content :** Provide resources and guides for new riders, covering topics such as maintenance tips, riding techniques, and choosing the right motorcycle model. This establishes Hero as a trusted authority in the industry.
3. **Customer Engagement Platforms :** Create online forums or communities where Hero enthusiasts can connect, share experiences, and seek advice. This fosters a sense of belonging and loyalty among customers.

By implementing these content ideas and marketing strategies, Hero MotoCorp Ltd. can strengthen its brand presence, engage with its audience effectively, and drive sales in the competitive two-wheeler market.

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: Elevate your riding experience with the all-new Passion Pro from Hero MotoCorp Ltd.

Description: Introducing the Passion Pro, where style meets performance in perfect harmony. Designed to make heads turn with its sleek contours and vibrant colors, this bike is more than just a mode of transportation - it's a statement of individuality. Powered by a refined engine for smooth rides and equipped with advanced features for enhanced comfort and convenience, the Passion Pro ensures every journey is a memorable one.

Hashtags: #RideWithPassion #HeroExperience
#PassionPro#HeroMotoCorp



Format2: Reel Post on Karizma XMR

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 XMR 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,#heromotocorppltd,#Ride
TheLegend,#livethelegend,#northlanc
sbikes



Format 3: Carousel Post On Splendor XTEC

The Splendor is a popular motorcycle model manufactured by Hero MotoCorp, a leading two-wheeler manufacturer in India. It's known for its fuel efficiency, reliability, and affordability. The bike comes in various models, each with its own set of features and specifications tailored to different needs and preferences. If you're looking for specific details, such as engine specifications, features, or pricing of a particular Splendor model, let me know, and I can provide more information.



Part 4: Content Creation and Curation

Instagram Story Screenshots of story

https://www.instagram.com/hero_motocorp_ltd_6?igsh=MTg1YmczNGx0bWJiYWw==



Highlights for Story

https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDM0MDIwOTMxNzQ2NTY1?story_media_id=3350239986913452773_65179035931&igsh=NWNxeDRoY2I5bzRh





Story Insights-Q&A

Reach is ____

Impressions is ____

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

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/C6DZndNSpCJ/?igsh=MTdpMzkydnIwdzJvNQ==>

Caption: Elevate your riding experience with the all-new Passion Pro from Hero MotoCorp Ltd.

Description: Introducing the Passion Pro, where style meets performance in perfect harmony. Designed to make heads turn with its sleek contours and vibrant colors, this bike is more than of transportation - it's a statement of individuality.

Hashtags: #maestroedgextec#hero motocorp#karimza#bike#riding



Video link :

<https://www.instagram.com/reel/C5-dy2YSdoV/?igsh=ZzF6bHk1NDJkNjR3>

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 XMR 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:

#hero#heromotocropltd#heroкомпay#karizma#bike