

Comprehensive Digital Marketing For Tech Mahindra

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Part 1 : Brand study

- Brand Name : Tech Mahindra
- Brand Logo :



- Brand Colors : Grey , Red

Part 1 : Brand study

- **Mission/Values :**

There core values - good corporate citizenship, professionalism, quality focus, customer-first, and dignity of the individual - inspire our associates to achieve our core purpose. As in the past, we will continue to seek long-term success, which is in alignment with the needs of the countries we serve

- **UPS :**

One of the world's first website to run on dark mode by default , Leading IT solution provider in the telecom vertical ,Wide range of options

Part 1 : Brand study

- **Analysis Brand Messaging** : Connected World

At Tech Mahindra, they live the philosophy of connected world and connected experiences. We thrive on change that is powered by the intelligent symphony of technology

- **Examine the brands tagline** :CONNECTED WORLD CONNECTED EXPERIENCES.

Part 1 : Competitor Analysis

- **Competitor 1:** <https://www.accenture.com/in>

UPS : Wide range of options , AI services for the clients

Communication :Weekly uploads In there social media accounts, promoting with influencers.

- **Competitor 2:** <https://www.infosys.com/>

UPS : Simple dashboard for better understanding of the options

Communication : Creative and art posts in social media , posts on current events conducted by Infosys.

Part 1 : Competitor Analysis

- **Competitor 3:** <https://www.cognizant.com/>

UPS : Unique chat box to answer customers questions in the main page through emails.

Communication : Posting there achievements , ideology of many people about clients assigned work.

BUYERS/AUDIENCE'S PERSONA

- A buyer persona is a detailed description of someone who represents your target audience. This persona is fictional but based on deep research of your existing or desired audience. You might also hear it called a customer persona, audience persona, or marketing persona.
- What we have sought from Tech Mahindra is what we see from Tech Mahindra. Their work with us is a big driver for us to be able to understand our audience. If you are partnering with Tech Mahindra, you are in good hands.



- Gary Steen, CTO erstwhile, now MD - Technology, Change & Security at TalkTalk, on his visit to the inauguration of Tech Mahindra's facility at Greater Manchester, talks about how Tech Mahindra provides unique capability and strong knowledge base to help develop next generation products for the B2B market.
- Watch Mr. Mangaliso Sethethi– GM at Exxaro sharing the benefits of 200-300% increase in network connectivity, 50% increase in fleet management productivity and 30% cost reductions.



- Tech Mahindra's differentiator come from the consulting build that provides comprehensive digital customer experiences for improved business results
- Tech Mahindra's CX offerings provide unprecedented advantage to clients in bringing profound customer insights, technology enablers, operations capabilities to help transform & partner in their pursuit to embrace Digital disruption. We offer improved connected experience across the customer lifecycle with an interplay of digital strategies across multiple channels.

- Act in the best interests of, and fulfil their fiduciary duties to the stakeholders of the company;
- Act honestly, fairly, ethically, with integrity and loyalty;
- Conduct themselves in a professional, courteous and respectful manner;
- Act in good faith, with responsibility, due care, competence, diligence



good corporate citizenship, professionalism, quality focus, customer-first, and dignity of the individual

SEO Audit :

- Seo for Tech Mahindra is both mobile and desktop friendly.
- The https related issues and errors are so minimized .
- The quality and quantity of backlink that are re-directed to Tech Mahindra official website are so good .
- It has a good ranking in various web pages like google , yahoo based on the their relevance and domain authorities .
- Tech Mahindra has a decent organic traffic of (321,597) monthly by the visibility in the search engine result pages (SERPS).
- Tech Mahindra had organic keyword search of 15,552 .
- The backlink's loading speed which re-directs to the official webpage is so good without any errors .

SEO audit of Tech Mahindra :

Include a meta description tag	OnPage SEO	Get it now
Reduce your total page file size	Performance	Practice Now
Optimize for Core Web Vitals	Performance	Practice Now
Add Canonical Tag	OnPage SEO	Practice Now
Improve site load speed	Performance	Practice Now
Update Link URLs to be more human and Search Engine readable	Links	Learn More
Add Alt attributes to all images	OnPage SEO	Learn More



KEY WORD RESEARCH

What is keyword research?



Keyword is an essential process in search engine optimization (SEO) and content creation.

It is the Process of discovering valuable search queries that your target customers type into search engines like Google to look for products, services, and information.

Process of Keyword Research

1. Keyword research basics
2. Finding keyword ideas
3. Analyzing keywords
4. Targeting keywords
5. Prioritizing keywords
6. Keyword research tools



Tools of Keyword Research

- **Google Search Console** – It shows all of the search queries that your website is currently ranking for and getting clicks from.
- **Ahrefs Webmaster Tools** – This is our free plan, which is very similar to Google Search Console. But other than showing you what keywords your website is ranking for, we also show you their Keyword Difficulty (KD) scores.
- **Google Keyword Planner** – It's a tool for those who want to run ads in Google. But SEOs, too, can get some value from using it.
- **Keyword Generator** – Our free tool for generating keyword ideas.
- **Keyword Difficulty Checker** – Our free tool for checking the ranking difficulty of a keyword.

ON - PAGE OPTIMIZATION

SEOs within the website to improve the ranking of a site in search engine result pages. These measures are related to content and HTML source code of a page, e.g., meta tags, keyword placement, and keyword density including the technical set-up, the content, and user-friendliness of your site. So, on page seo optimization refers to all measures friendliness of your site. So, on page seo optimization factors are linked with the elements of your website.



Key aspects of on-page optimization

- **Keyword Research:** Identify relevant keywords and phrases that users might use to find your content. Tools like Google Keyword Planner or other keyword research tools can help in this process.
- **Title Tags:** Craft unique, descriptive, and keyword-rich title tags for each web page. The title tag is the text that appears as the clickable headline in search engine results and in the browser's title bar when the page is opened.
- **Meta Description:** Write compelling meta descriptions for each page. Though they don't directly affect rankings, well-crafted meta descriptions can improve click-through rates by encouraging users to click on your link.
- **URL Structure:** Create clean and user-friendly URLs that include relevant keywords, making it easier for both search engines and users to understand the content of the page.
- **Header Tags:** Use header tags (H1, H2, H3, etc.) to structure your content logically. These tags not only help search engines understand the content hierarchy but also make it more readable for users.

ON PAGE OPTIMIZATION

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Content

- **Keyword Placement** : Include your target keywords in the content naturally and strategically. Avoid keyword stuffing, as it may lead to penalties from search engines.
- **Quality Content**: Providing valuable, engaging, and relevant content.
- **Image Optimization**: Optimizing images with descriptive tags.
- **Internal Linking**: Linking to related pages within the website.
- **Mobile Responsiveness**: Ensuring the website works well on mobile devices.
- **Schema Markup**: Using structured data to help search engines understand content.
- **Social Sharing**: Adding buttons for easy content sharing on social media

Part 3: Content Ideas and Marketing Strategies

Content calendar



Part 3: Content Ideas and Marketing Strategies

Content calendar

Week 1 : Aug 1st to Aug 5th

Week 1 : Theme – “ Black Business Month”

Caption : By August 1st we just entered the Black Business month of the year .

Week 2 : Aug 6th to Aug 12th

Week 2 : Theme – “ National Friendship Day ”

Caption : Remembering National Friendship day to our best and loyal clients by doing a Email campaign .

Part 3: Content Ideas and Marketing Strategies

Content calendar

Week 3 : Aug 13th to Aug 19th

Week 3 : Theme – “ Share a this or that ”

Caption : We have send a referral posts on your social media as by the
Share a this or that day .

Week 4 : Aug 20th to Aug 26th

Week 4 : Theme – “Women’s Equality day ”

Caption : As by the women’s equality day we declare a holiday to our
women employees .

Part 3: Content Ideas and Marketing Strategies

Content calendar

Week 5 : Aug 27th to Sep 2nd

Week 5 : Theme – “ US open Tennis Championship begins ”

Caption : As by the championship we are part of it a sponsor to promote our branding in International wide.

POST CREATION

- FORMAT 1: POST

Aim : To be the best by giving the best of us .

Date : 26th July 2023

Idea : Tech Mahindra has become fastest growing IT service brand in brand value rank India .

Link : <https://www.instagram.com/p/CvJshRmyhZE/?igshid=MmU2YjMzNjRI0Q==>



POST CREATION

- FORMAT 2: POST

Aim : To introduce our new tech

Date : 28th July 2023

Idea : TECH Mahindra introduces its new tech by conducting a tour in the company

Link : https://www.instagram.com/p/CvOjZRNS_pH/?igshid=MmU2YjMzNjRlOQ==



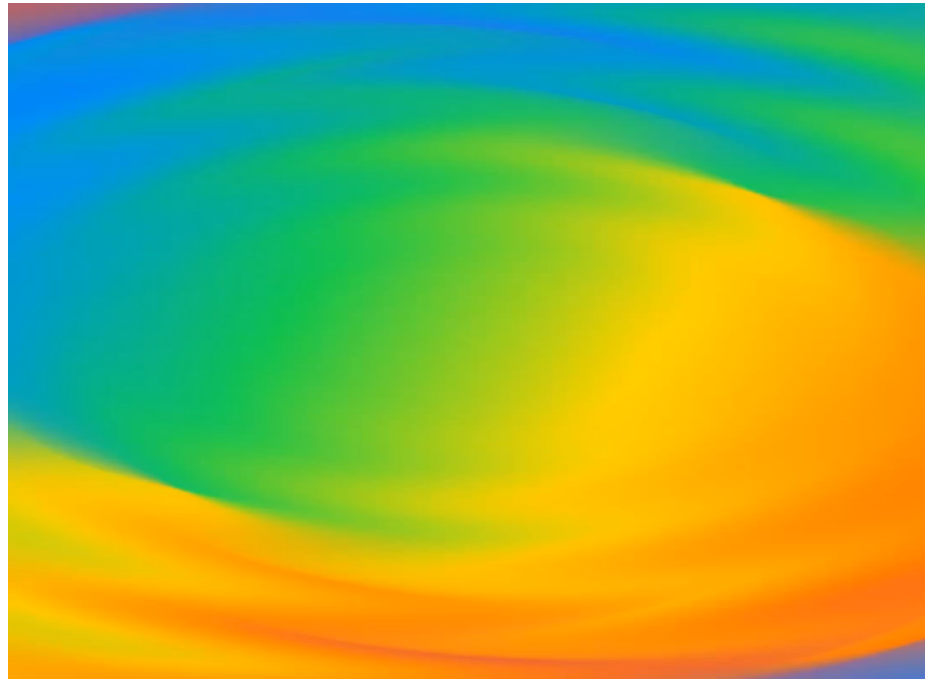
POST CREATION

- FORMAT 3 :Video

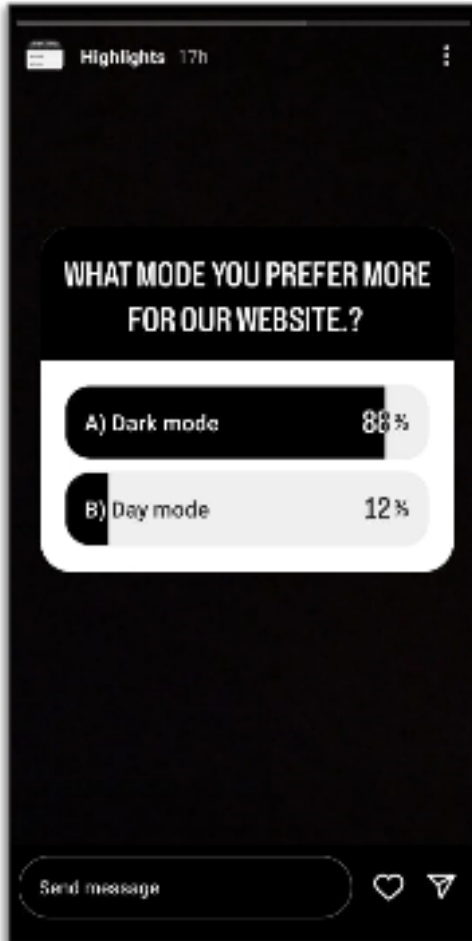
Aim : To promote our branding

Date : 29th July 2023

Idea : overview if our workspace



Instagram Story



It's a pole to know what kind of interface clients prefer the most ?

Poll result : a)Dark mode 88%

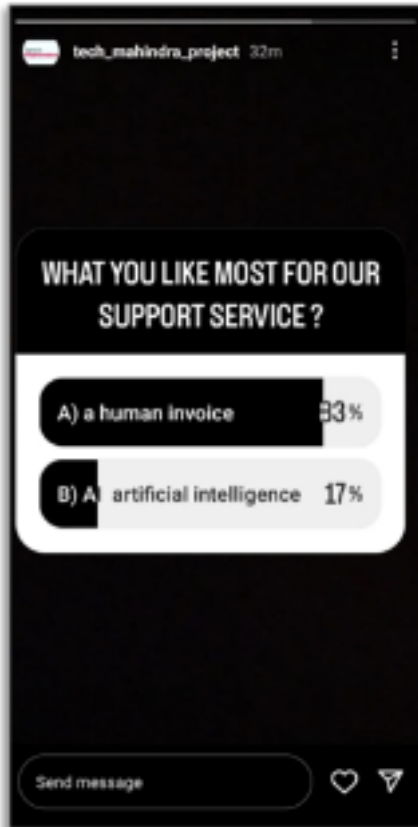
b)Day mode 12%

Instagram Story

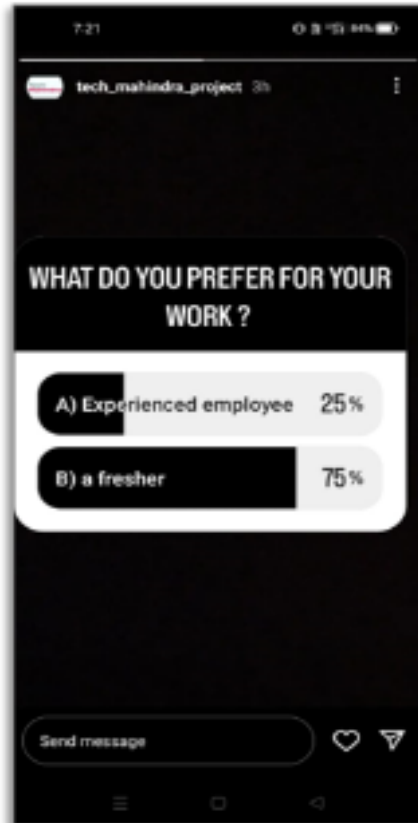
It's a pole to what support services clients are interested in .

Poll Result : a) a human invoice 83%

b)AI 17%



Instagram Story



It's a quiz to know what clients prefer
a experienced employee or a fresher
to do there work ?

Poll result : a) experienced 25%

b) fresher 75%

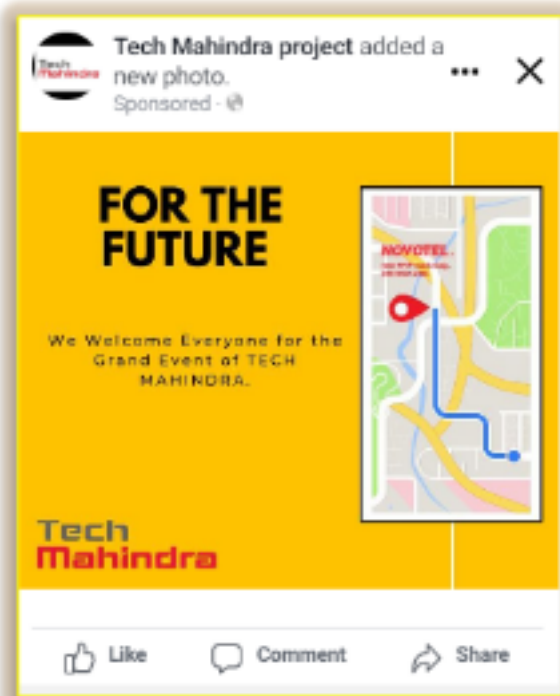
Designs/Video Editing

For promoting brands

new tag : #RISE UP



Social Media Ad Campaigns



Brand Awareness Campaign :

Targeting : Location : India , All genders ,

interests : IT services and solutions .

Audience : Age 30-55

Social Media Ad Campaigns



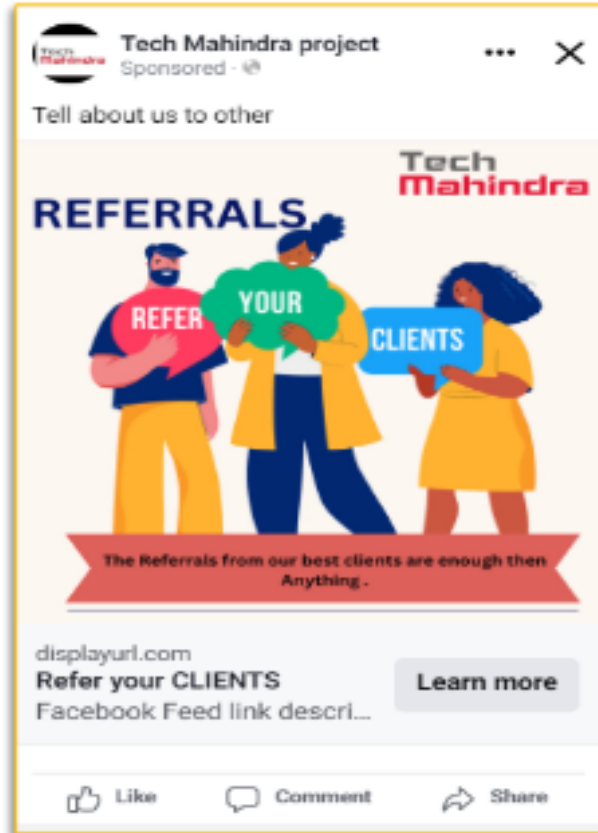
Brand Traffic Campaign :

Targeting : Location : India , all genders

Interest : IT services and solutions

Targeting audience : Age 30 – 55

Social Media Ad Campaigns



Brand Leads Campaign :

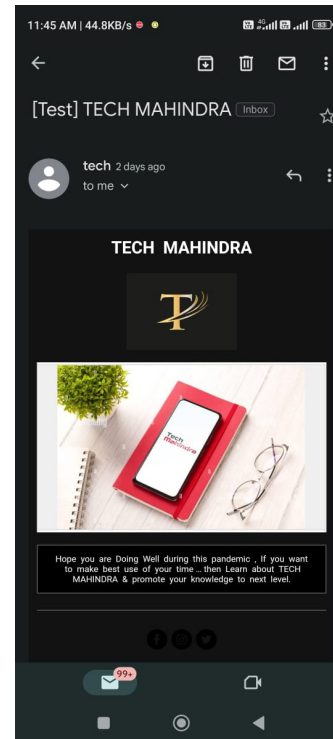
Targeting : Location : India , all genders

Interest : IT services and solutions

Targeting Audience : Age 30-55

E-Mail AD Campaign

E-mail ID Campaign 1 :
Brand Awareness Campaign



E-Mail AD Campaign

E-mail ID Campaign 2 :
Generating Leads Campaign

