COMPREHENSIVE DIGITAL MARKETING PROJECT WORK

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Tech Mahindra

- Tech Mahindra is a global systems integrator and is a part of the Mahindra Group. Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates, and Society to Rise. They are a USD 4 billion company with 107,200+ professionals across 90 countries, helping over 818 global customers including Fortune 500 companies. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2015 List.

MISSION :-

- Their primary objective is to enable organizations to seamlessly adapt to the rapidly evolving technological landscape, while ensuring sustainable growth and enhanced efficiency.

- By offering a comprehensive suite of IT services and solutions, Tech Mahindra aims to empower businesses to harnesTech Mahindra's core mission is centred around driving digital transformation and fostering innovation for businesses across various industries.

- The power of technology and thrive in the competitive global market.

CORE VALUES :-

Customer First: *Tech Mahindra puts the customer at the center of everything they do, striving to exceed expectations and deliver exceptional service.Integrity: Tech Mahindra operates with the highest ethical standards, promoting transparency, honesty, and accountability in all business dealings.*

Teamwork: Collaboration and teamwork are key to Tech Mahindra's success, fostering a culture of inclusivity, respect, and support.

Professionalism: Tech Mahindra values professionalism in all aspects of their work, from communication to quality of service, ensuring that they deliver the best possible results.

Responsibility: Tech Mahindra is committed to making a positive impact on society, promoting sustainability, diversity, and community engagement.

UNIQUE SELLING POINT :-

- **USP** also called a unique selling proposition, is a marketing statement that differentiates a product or brand from its competitors.
- ***Leading IT solution provider in the telecom vertical*** is the USP of tech mahindra.

BRAND MESSAGING:-

- Ethics and morality are the key things for the success of the organization.

- Tech Mahindra group follows the ethics and it inspires the people with their vision .

TAGLINE:-

- The new tagline of Tech Mahindra is "CONNECTED WORLD. CONNECTED EXPERIENCES."

- Tech Mahindra is one of the earliest global information technology service providers to focus on the needs of the "Connected World" with "Connected Solutions".

COMPETITORS

- Mahindra competitors include Hexaware Technologies, Wipro Limited, TCS (Tata Consultancy Services) and Infosys.
- Tech Mahindra ranks 2nd in Customer Net Promoter Score on Comparably vs its competitors. See below how Tech Mahindra compares to its competitors with CEO Rankings, Product & Services, NPS, Pricing, Customer Services, Overall Culture Score, Gender and Diversity Scores.

➢Here are the top three competitors for the Tech Mahindra

WIPRO :-

➢ Wipro is a multinational corporation that provides information technology, consultant and business process services. It is one of the leading Big Tech companies.[5] Wipro's capabilities range across cloud computing, computer security, digital transformation, artificial intelligence, robotics, data analytics, and other technology consulting services to customers in 167 countries

➢The unique selling proposition of wipro is ***providing complete range of IT services to the organization.***

➢***www.wipro.in***

TCS :-

- Tata Consultancy Services (TCS) is an Indian multinational information technology (IT) services and consulting company with its headquarters in Mumba.

- In July 2022, it was reported that TCS had over 600,000 employees worldwide. TCS is the second largest Indian company by market capitalization and is among the most valuable IT service brands worldwide.

- India's largest IT company Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions .

- www.tatasolutions.in

TATA CONSULTANCY SERVICES

INFOSYS:-

- Infosys Limited is an Indian multinational information technology company that provides business consulting, information technology and outsourcing services. The company was founded in Pune and is headquartered in Bangalore.

- Infosys is the second-largest Indian IT company, after Tata Consultancy Services, by 2020 revenue figures.

- Infosys is known for delivering excellence to its client though their sustainable Global Delivery Model.

- www.Infosys.com

USER PERSONA

- Buyers persona is a profile that represents a subgroup of target audience .
- User persona are based on real life data and reflect the wants and needs of the audience or users.
- We have collected the user persona of a person containing his demographics, interests and many more.

SHIVA KUMAR

Demographic info

Age
52

Location
VISAKHAPATNAM

Family Status
MARRIED

Education level
GRADUATE

Income level
20000

Motivations (goals)

- Professional look and feel of all documents that he produces and presents or shares with other people
- Producing documents that are easy to understand, fast to grasp for new team members, tell C boards a story
- Creating an action plan for the project with dates and budgets

Jobs to be Done

- Collaboration
- Stakeholder alignment (explain, convince).
- Not having all insights at hand
- Data validity
- Having to defend his point of view during presentations as some colleagues tend to speak against certain conclusions.

Factors influencing buying decisions

- QUALITY AND DURABILITY
- GOOD CUSTOMER SERVICE

Communication

Channels
INSTAGRAM, LINKEDIN, FACEBOOK

Content types and formats
VIRTUAL CONTENT

SEO AUDIT AND KEYWORD RESEARCH (PART2)

SEO AUDIT:-

- SEO means Search Engine Optimization.
- An SEO audit provides a comprehensive evaluation of a website's search engine optimization performance, allowing website owners and digital marketers to identify any issues or weaknesses that may be impacting the website's search engine rankings.
- By performing SEO audit on the company website we have seen the condition and performance of the website.

SEO Report
simplifiedseotools.com

Your Website Score

Review of Techmahindra.com

Generated on 2023-07-21

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Search Engine Optimization
Mobile
Visitors
Link Analysis
Usability
Technologies
Social

Iconography

- Good
- To Improve
- Errors
- Not Important
- Hard to solve
- Little tough to solve
- Easy to solve
- No action necessary

Search Engine Optimization

Title Tag

Tech Mahindra | Connected World, Connected Experiences

Length: 54 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).
Make sure your title is explicit and contains your most important keywords.
Be sure that each page has a unique title.

Meta Description

No Description

Length: 0 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).
It allow you to influence how your web pages are described and displayed in search results.
Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).
A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords

Homepage

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.
However, google can't use meta keywords.

copyright © 2022 simplifiedseotools.com

SEO Report
simplifiedseotools.com

Key word research :-

Keywords Cloud

tech 41 mahindra 33 know 26 digital 21 services 18
business 13 more 13 read 12 press 10 brand 10
future 10 cloud 9 unlock 9 industries 9 news 8

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.
It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
tech	41	✓	✗	✓
mahindra	33	✓	✗	✓
know	26	✗	✗	✓
digital	21	✗	✗	✓
services	18	✗	✗	✓
business	13	✗	✗	✓
more	13	✗	✗	✗
read	12	✗	✗	✗
press	10	✗	✗	✗
brand	10	✗	✗	✓
future	10	✗	✗	✗
cloud	9	✗	✗	✓
unlock	9	✗	✗	✓
industries	9	✗	✗	✓
news	8	✗	✗	✓

This table highlights the importance of being consistent with your use of keywords.
To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

CONTENT IDEAS AND STRATEGIES PART -3

- Content is the key of marketing, to advertise a brand or to create interest on that brand marketing plays a vital role.
- Our team had designed a content calendar in order to produce wonderful content with in the limited time.
- This calendar helped us a lot and saved our time.

July
2023

- Meeting our clients.
- Group meeting with team.
- Creating content for the project.
- Analysis of the work done till date
- Virtual meeting with client regarding project.
- Publishing content in the social media.
- Analysis of result.

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2		4	5		7	8
9	10	11		13	14	15
16		18	19	20		22
23	24	25		27	28	29
30						

WORK WITH PASSION

- *By following the calendar we have reached our objectives.*
- *As the part of marketing we have designed few posters and also advertising videos.*
- *Attracting the people towards the organization totally depends on the way we showed about the organization.*
- *Its been a tough challenge to our team to get thoughts regarding content.*
- *We have explored different faces of the organization, like their infrastructure, about their clients and we heard the reviews of the employees of the organization.*
- *After this we have discussed together and made this content.*

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

FORMAT 1 : Advertising through podcasts.

AIM : To reach more audience around the world.

Date : 27-07-2023

IDEA : Tech Mahindra going to open its new branch.

FORMAT 2 : Creating ads and posting in social media

AIM : To create brand awareness

Date: 27-07-2023

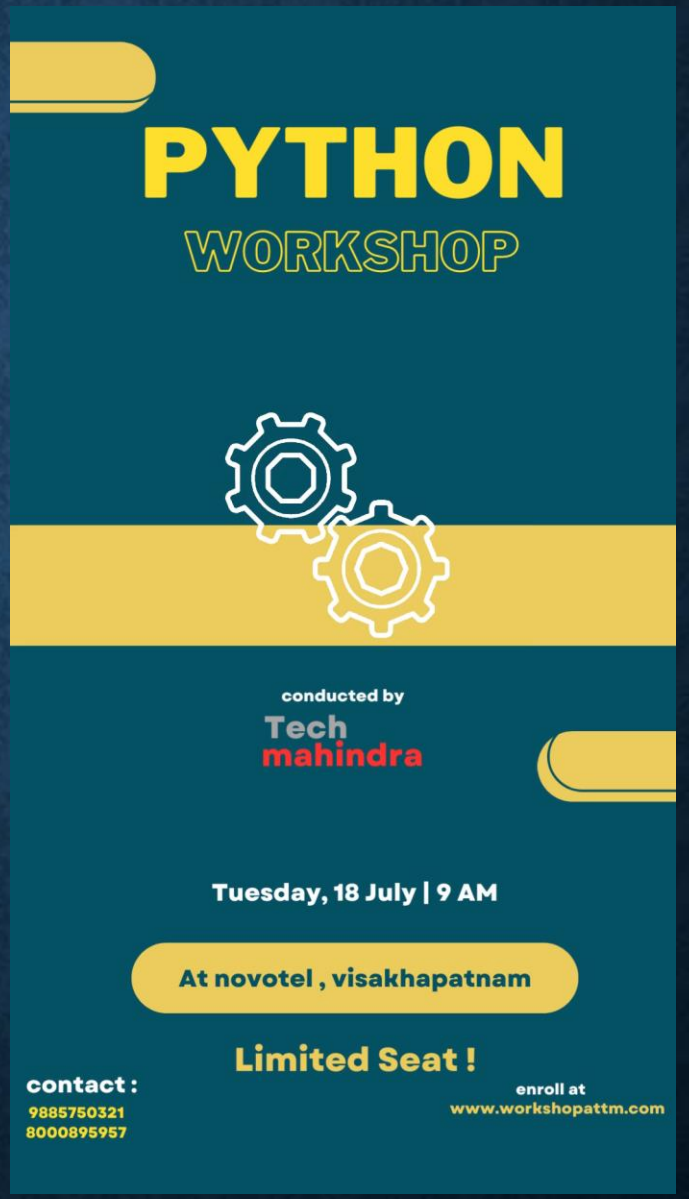
Idea : Tech Mahindra is collaborating with Microsoft

FORMAT 3 :- creating videos

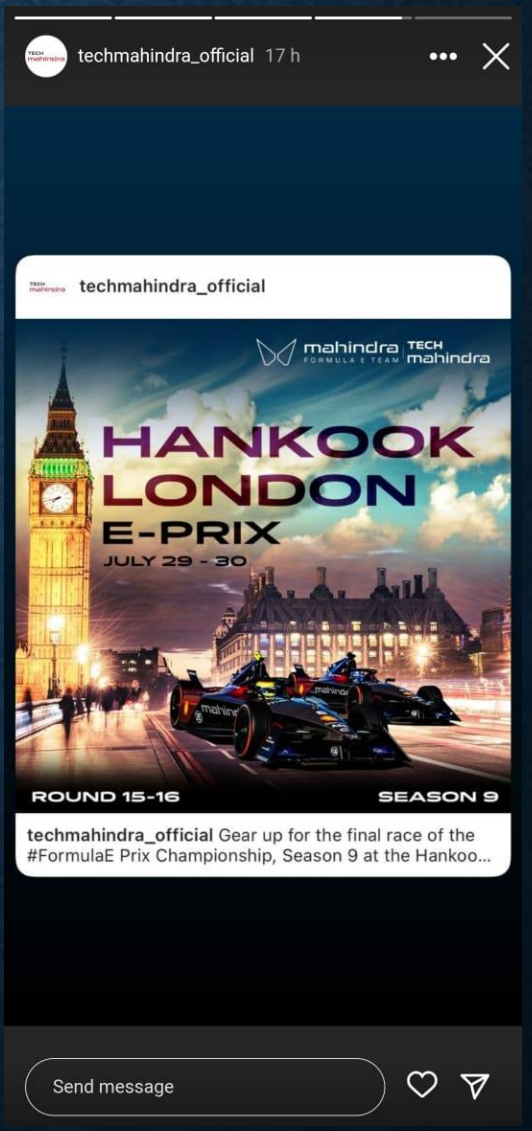
AIM : To create brand awareness and to reach more audience

Date: 27-07-2023

Idea : Tech Mahindra is going to conduct free python workshop



Instagram stories



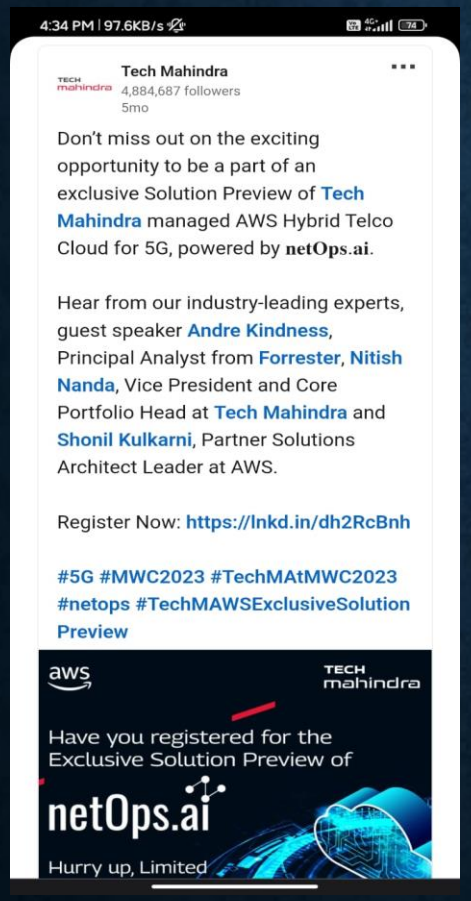
VIDEO DESIGNING

SOCIAL MEDIA ADS CAMPAIGNING

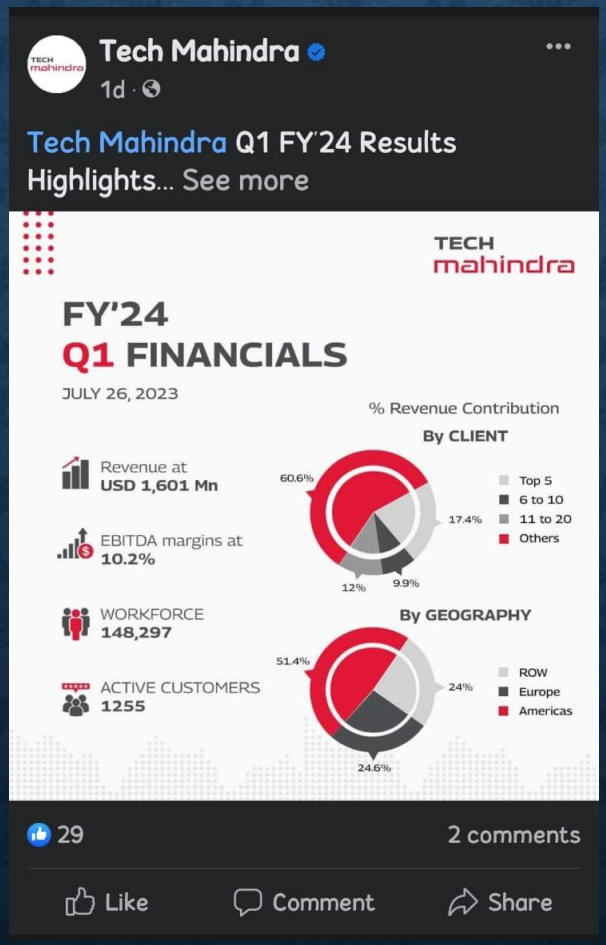
- *As the part of marketing we have conducted a ad campaigns in different social media platforms.*
- *For each campaign we have targeted different audience according to their demographics and interests.*
- *By doing this campaign we have reached our objectives , to create web traffic and increasing brand awareness.*

SOCIAL MEDIA AD CAMPAIGN

Linked In



Facebook



Instagram

EMAIL AD CAMPAIGNS

Email ad campaign 1 : Brand awareness

- By sending this email to our audience we have created more awareness about tech Mahindra.

Email ad campaign 2 : Lead generation

- By creating this email we have generated leads for the organization by letting the audience about their career in the organization.

CHALLENGES FACED AND LESSONS LEARNED

- By doing this project we have learnt many new things.
- We have faced many challenges while doing SEO part and content making ideas.
- For this project we have explored many websites and read few magazines to know more about the organization.
- By doing these things we have improved our abilites.
- By this project we have enhanced our in communication and presentation skills.