Brand study, Competitor Analysis & Buyer's/Audience's Persona
In this milestone you need to work on the following activities

1. Brand Study
2. Competitor Analysis
3. Buyer's/Audience's Persona

Milestone Breakdown: Brand Study, Competitor Analysis & Buyer's/Audience's Persona

This milestone involves understanding Mahindra & Mahindra's brand identity, analyzing competitors, and defining the ideal audience persona to create a strategic marketing approach.

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1. Brand Study

A brand study involves analyzing Mahindra & Mahindra's brand positioning, values, messaging, and audience perception.

Key Areas to Cover:

- Brand History & Evolution: How Mahindra & Mahindra has evolved over time.
- Mission & Vision: What the brand stands for.
- Unique Selling Proposition (USP): What differentiates Mahindra from competitors (e.g., innovation, sustainability, technology, reliability).
- Brand Tone & Voice: How Mahindra communicates (formal, professional, innovative, inspiring).
- Brand Perception: Current consumer perception based on social media sentiment, reviews, and feedback.
- Current Marketing Strategies: Overview of social media, content marketing, advertising, and influencer collaborations.

Action Steps:

- Research official Mahindra & Mahindra websites, annual reports, and social media.
- Identify key messaging from their marketing campaigns.

- Review customer feedback on various platforms (Google reviews, social media, automotive forums).

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2. Competitor Analysis

Analyzing competitors helps in identifying market gaps and opportunities.

Key Competitors (Based on Segment):

1. Automotive: Tata Motors, Maruti Suzuki, Hyundai, Toyota, MG Motors.
2. Farm Equipment & Tractors: John Deere, TAFE (Massey Ferguson), Sonalika, Escorts.
3. EV Segment: Tata EV, MG ZS EV, Hyundai Kona Electric.
4. Financial Services & Tech Ventures: Compare with other industry players.

Analysis Parameters:

- Market Positioning: Where competitors stand in the market.
- Brand Messaging & Marketing Strategy: What kind of content they post, brand voice, and engagement levels.
- Product Comparison: Features, pricing, and innovation in key vehicle segments.
- Digital & Social Media Presence:
    - Website SEO & ranking analysis.
    - Social media content strategy (platforms, type of content, engagement rate).
    - Ad campaign strategies & effectiveness.
- Customer Sentiment: Analyze customer reviews, feedback, and complaints.

Action Steps:

- Use tools like SEMrush, Ahrefs, and Google Trends for keyword and SEO analysis.
- Check competitors' social media platforms and engagement metrics.
- Read industry reports and news articles for insights.

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3. Buyer's/Audience's Persona

Defining the target audience helps in crafting tailored marketing messages.

Segmentation Based on Business Units:

1. Automobile Buyers:
     - Age: 25-55 years
     - Income Level: Middle-class to premium buyers
     - Interests: Safety, technology, performance, and sustainability (for EVs)
     - Pain Points: Mileage, maintenance cost, resale value, advanced features
2. Farm Equipment Buyers (Tractors & Machinery):
     - Age: 30-60 years
     - Profession: Farmers, agricultural business owners
     - Location: Rural & semi-urban areas
     - Interests: Efficiency, affordability, durability, ease of maintenance
     - Pain Points: Fuel efficiency, financing options, after-sales service
3. EV Buyers:
     - Age: 25-45 years
     - Income: Upper-middle-class, tech-savvy users
     - Interests: Eco-friendliness, fuel cost savings, government incentives
     - Pain Points: Charging infrastructure, battery life, pricing
4. Corporate & Fleet Buyers:
     - Companies looking for fleet vehicles (SUVs, electric vehicles)
     - Pain Points: Maintenance, fuel efficiency, reliability

Action Steps:

- Conduct surveys or analyze existing customer reviews to refine personas.
- Utilize Google Analytics & Facebook Audience Insights for demographic and behavioral insights.
- Identify common themes in competitor audience engagement.

Final Deliverables:

- A detailed report on Mahindra & Mahindra's brand positioning.
- A competitor benchmarking chart with strengths & weaknesses.
- Well-defined buyer personas for each segment with actionable marketing strategies.