

Comprehensive Digital Marketing Project Work

A guide by **SMARTBRIDGE**

Project given by



SMARTBRIDGE
Let's Bridge the Gap

Student's Declaration

I **JERRIPOTHULA VENKATESH** a student of **A. M. A. L COLLEGE** Program Reg No. **120120103053**
of the Department of **COMMERCE COLLEGE** do hereby that i have completed. The
mandatory internship from **29-5-2023 to 4-8-2023** In **DIGITAL MARKETING** (name of the
intern organization under the faculty guide ship of **SMARTBRIDGE** , (name of the faculty guide),
Department of **COMMERCE A. M. A. L COLLEGE ANAKAPALLI.** (name of the college)

J.VENKATESH
(signature and date)

ACKNOWLEDGEMENT

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I would also like to express my gratitude towards our principal **DR. G. JAYABABU** for giving me this great opportunity in do a project on **TATA MOTORS**. Without their support and suggestions, this project would not have been completed.

J. VENKATESH
(signature and date)

TEAM MEMBERS

TEAM ID: LTVIP2023TMIDO1504

TEAM LEADER : JERRIPOTHULA VENKATESH

TEAM MEMBER 1 : CHEPURUPALLI TATAJI

TEAM MEMBER 2 : CHINTA KARTHIK

TEAM MEMBER 3 : DADI SAI KUMAR



1945 - 1988



1988 - 2003

TATA MOTORS

2003 - now

OVERVIEW OF THE ORGANIZATION

Tata Motors Group (Tata Motors) is a \$37 billion organisation. It is a leading global automobile manufacturing company. Its diverse portfolio includes an extensive range of cars, sports utility vehicles, trucks, buses and defence vehicles. Tata Motors is one of India's largest OEMs offering an extensive range of integrated, smart and e-mobility solutions.

Part of the USD128 billion Tata group founded by Jamsetji Tata in 1868, Tata Motors is among the world's leading manufacturers of automobiles. We believe in 'Connecting aspirations', by offering innovative mobility solutions that are in line with customers' aspirations. We are India's largest automobile manufacturer, and we continue to take the lead in shaping the Indian commercial vehicle landscape, with the introduction of leading-edge powertrains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs.

TATA MISSION- across our globally dispersed organisation – is to be passionate in anticipating and providing the best vehicles and experiences that excite our global customers.

*Tata Motors Consolidated FY 21-22



Tata Motors Ltd. engages in the manufacture of motor vehicles. It operates through the Automotive and Other Operations segments. The Automotive segment operations include all activities relating to the development, design, manufacture, assembly and sale of vehicles including vehicle financing, as well as sale of related parts and accessories. The Other Operations segment includes information technology services, and machine tools and factory automation solutions. The company was founded on September 1, 1945 and is headquartered in Mumbai, India.

Tata Motors Financial Summary

Select list year

2023

▼

Revenue \$40.5B

Assets \$38.8B

Profits -\$512.1M

MOTTO:

Representing the company's commitment to take personalization to the next level, 'Connecting Aspirations' defines Tata Motors as a brand that intuitively understands people and imagines mobility in all its forms

CONNECTING ASPIRATIONS



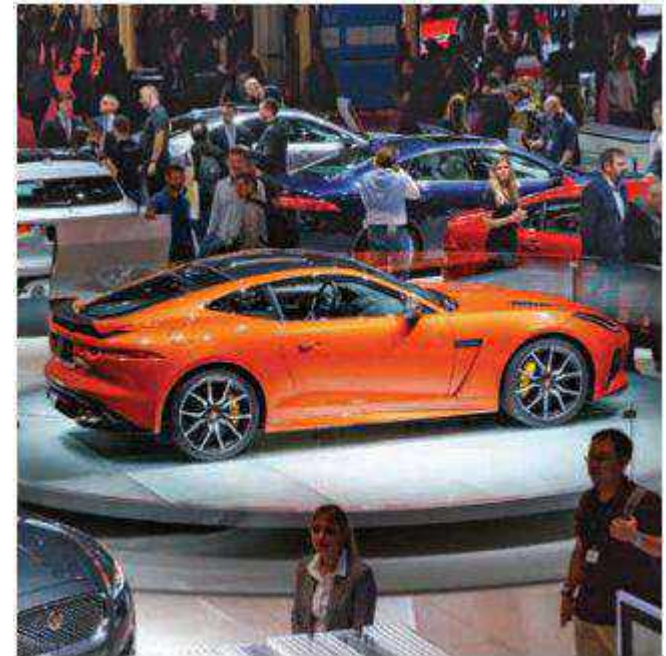
Tata Motors To Expand The PV Lineup To 14 Models



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

- **Research Brand Identity:** The new brand is based on 3 core attributes that drive all expressions: thoughtful, expressive & stimulating, and bold.
- **Introduction to the brand :**

Tata Motors Limited (TML), a \$42 billion organisation, is India's largest automobile company and is a leading global manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Incorporated in India in the year 1945, Tata Motors is a part of the over \$100 billion Tata Group founded by Jamsetji Tata in 1868. Recognised for its world-class quality, originality, engineering and design excellence, the Company is on the path of shaping the future of mobility in India.

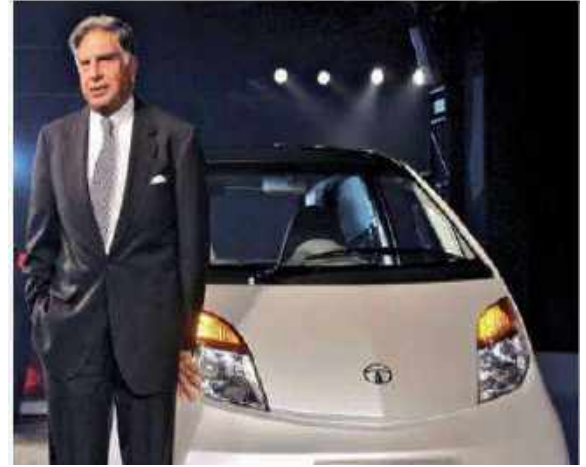


- **Founder of the company :**
- **Founded Year: 1945**
- **Official website :** <https://www.tatamotors.com>

- **LOGO:**



- **Brand Colours:** Tata Blue on a white background
- **Mission and Vision:** To deliver value through our products and services and to be the most trusted global network for our customers and suppliers



Tagline :

- **Connecting Aspirations.**
- **Drive Your Own Life**
- **More Dreams in Every Car**
- **Desh Ki Truck**

USP:

Recognising this trend, Tata Motors took a risk by emphasising safety as a selling point. They recognised that the strength and safety of a vehicle should be the top priority for car buyers. Tata aimed to disrupt the market dominated by Maruti by introducing safety as their unique selling proposition (USP)

topic for project : Tata Motors

brand messaging : 'Connecting Aspirations' represents the personality of Tata Motors as an interconnected system of mobility solutions that are intelligent, perceptive, warm and expressive.

Explain:

Tata Motors Limited is an Indian multinational automotive manufacturing company, headquartered in Mumbai, India, which is part of the Tata Group. The company produces passenger cars, trucks, vans, coaches, and buses.

Formerly known as Tata Engineering and Locomotive Company (TELCO), the company was founded in 1945 as a manufacturer of locomotives. The company manufactured its first commercial vehicle in 1954 in a collaboration with Daimler-Benz AG, which ended in 1969. Tata Motors entered the passenger vehicle market in 1988 with the launch of the Tata Mobile followed by the Tata Sierra in 1991, becoming the first Indian manufacturer to achieve the capability of developing a competitive indigenous automobile.



SWOT analysis comprises the strengths, weaknesses, opportunities and threats of a brand. Now we'll discuss the detailed swot analysis of the world's leading automobile company and also analyze the internal and external factors impacting the company.



Competitors Of Tata Motors:

- Mitsubishi Motors
 - Hyundai Motor
 - Caetano Bus
- Tesla
- Chevrolet

Competitor Analysis:

1. Maruti Suzuki India:

Maruti Suzuki India is the largest car manufacturer in India, and is a subsidiary of Suzuki Motors Corporation in Japan. It produces a range of affordable and reliable cars, and is a major competitor of Tata Motors.

2. Mahindra & Mahindra:

Mahindra & Mahindra is a major Indian automobile manufacturer, and is one of Tata Motors' main competitors. The company produces a range of utility vehicles, SUV's, and commercial vehicles, as well as electric vehicles.

3. Honda Motorcycle & Scooter India (HMSI):

Honda Motorcycle & Scooter India (HMSI) is a subsidiary of Honda Motor Company in Japan, and is a major player in the Indian automobile industry. It produces a range of motorcycles and scooters which are a major competitor to Tata Motors.

4. **Toyota Kirloskar Motor:**

Toyota Kirloskar Motor is a subsidiary of Toyota Motor Corporation in Japan, and is a major player in the Indian automobile industry. It produces a range of cars, SUV's, and commercial vehicles which are a major competitor to Tata Motors.

5. **Ford Motor India:**

Ford Motor India is a subsidiary of Ford Motor Company in the US, and is a major player in the Indian automobile industry. It produces a range of cars, SUV's, and commercial vehicles which are a major competitor to Tata Motors.

Tata Safari

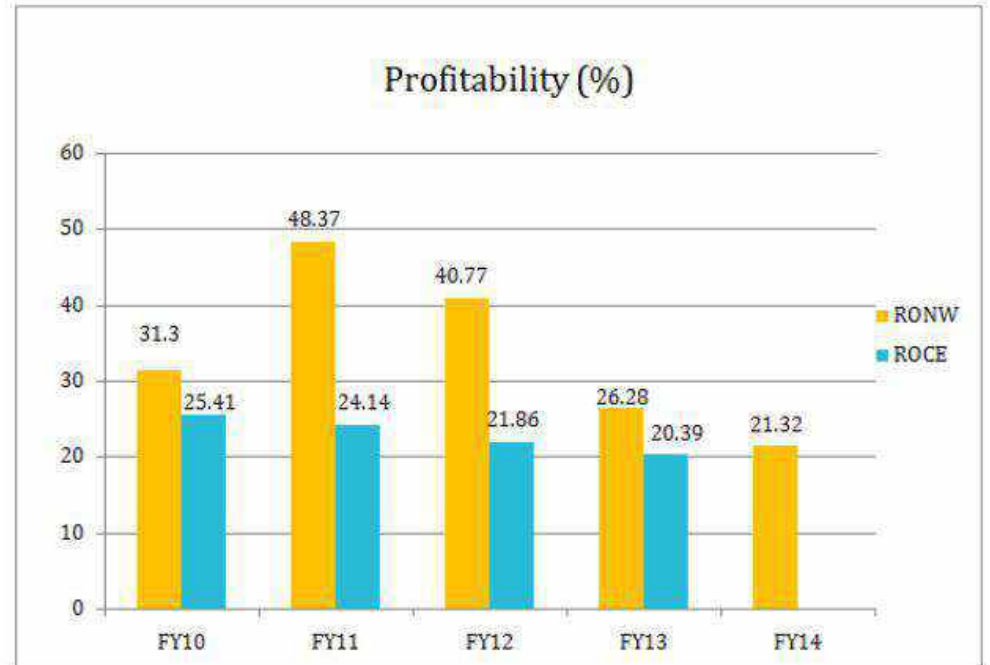


Tata Sumo



Tata Indica





Profit gained by tata motors and it's competition with the maruti and Hyundai

The company targets customers largely from the rural and semi-urban markets found at the bottom of the pyramid. But marketing to this segment has always been a challenge. This segment comprises 85% of the brand's ma

The company now manufactures vehicles for ValuePlus, Premium, and High end segment in the passenger Vehicle category for medium Middle, and Upper Middle Class, and Affluent income class. There is no product available for lower and Elite class income class.

Digital Marketing Strategies of Tata Motors:

Social Media Marketing: Tata Motors uses social media platforms like Facebook, Instagram, and Twitter to promote its products and engage with customers. They share images and videos of their vehicles and also run social media campaigns to attract new customers.

Demographic analysis:

What I have discovered is that all customers fit into four basic customer types no matter what their personality is. They are as follows: simple-minded, demanding, analytical and guarded. Every customer who enters your store will fall into one of these four customer types. Learning how to sell each customer type will allow you to achieve the ultimate goal of building a large and loyal customer base.

Audience Behavior and Interest:

The company targets customers largely from the rural and semi-urban markets found at the bottom of the pyramid. But marketing to this segment has always been a challenge. This segment comprises 85% of the brand's market.

Tata cars are aggressively priced against their rivals, without any compromise with the quality. Ask a Tata car owner about his car, and robust performance at a decent price will be his statement for sure. Tata's excellence in commercial vehicles does reflect in the quality of the passenger vehicles

Story for illustration purposes only



TATA MOTORS

AGE:

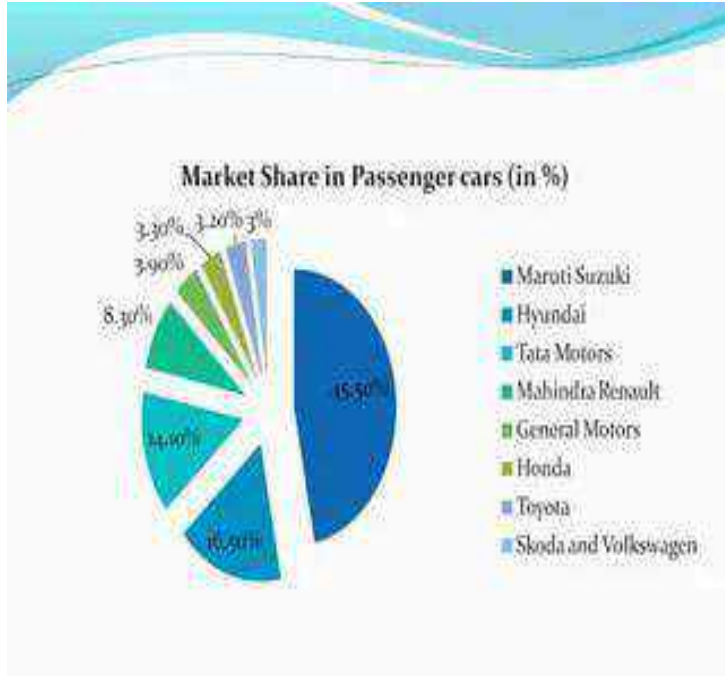
Middle class people are target

ADS:

Tata Motors' new campaign has leveraged storytelling through engaging advertising, ongoing influencer engagement and complementing on-ground activations. In September 2022, it launched the 'Desh ke Trucks' campaign for its best-selling truck platforms – Prima, Signa and Ultra.

SOCIAL STATUS:

The Tata group's activities relate to education, livelihoods and skill development, rural development, water and sanitation, healthcare and strengthening services. In a free enterprise, the community is not just another stake



Part 2: SEO & Keyword Research

SEO Audit:

Do an SEO audit of the brands website

Keyword Research:

Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.

On page Optimization: Meta Tag optimization & content optimization

- Reflect on the process of conducting keyword research and the SEO recommendations provided.
- Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

TASK:

- To improve organic traffic on Tata Motors 'Light' Trucks, Buses, Trucks, Ace, Winer & Pickup websites.
- To make Tata Motors sites, blogs, and ads show up on generic and category level searches on Google Search India in Page 1 search results.

SOLUTION:

- Rage first assessed the technical architecture of Tata Motors website. The website pages and content were not SEO friendly and optimised for Search Engines. Product related keywords were also not ranking in Google Search India.
- We studied the online consumer behaviour of the target audience – fleet owners and prospective commercial vehicle owners, who are known to do extensive comparative research online before any purchase. The target audience was searching online for low maintenance, payload capacity, availability of spares and post-purchase service.

PPC (Pay Per Click Advertising)

- Pay per click (ppc) is an interest advertising modal use on web sites for advertisement, in which advertisers pay their ad is clicked.
- With search engines like Google and yahoo, advertisers typically bid on keyword phrases relevant their target market.
- **Keyword research :** Keywords are the words that describe your topic of research. These can be individual words or a phrase. These keywords can be chosen from the sentence you create to define your research topic. Once you choose the significant words, you can then come up with synonyms, or words with similar meanings.
- **These keyword types include:** short tail, long-tail keywords, short-term (fresh), long-term (evergreen), product defining, customer defining, geo-targeting, LSI (Latent Semantic Indexing), and intent targeting.12-Feb-2019
- **seed keywords :** Begin with seed keywords that directly relate to the product, such as “Automobiles,Luxury vehicles,Commercial vehicles,Automotive parts,Pickup trucks,SUVs.”,ROAD TRIPPING.



ROAD TRIPPING

A. HOW TO PLAN A PERFECT ROAD TRIP (KEYWORDS)

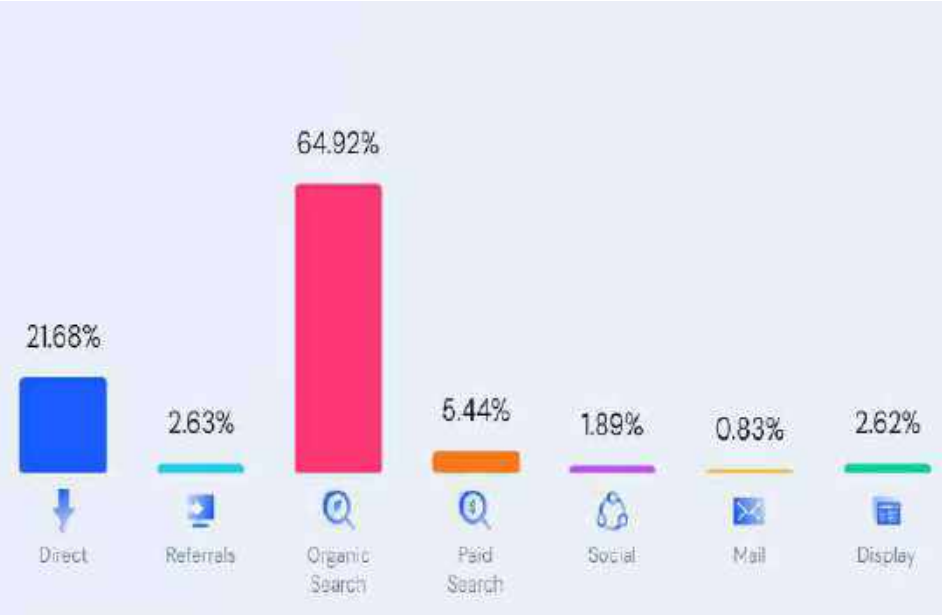
KEYWORD	AVG. MONTHLY SEARCHES	COMPETITION	BID LOW RANGE	BID HIGH RANGE
ROAD TRIP PLANNER	100-1K	LOW	4.12rs	48.75rs
IDEAL LOCATION	10-100	LOW	3.70rs	90.29rs
PERFECT ROAD TRIP	10-100	LOW	-	-



Intent- based keywords : Target keywords based on user intent, like “Road Tripping,Car Related Queries,Miscellaneous,How to personalize your car.”



Audience composition can reveal a site's current market share across various audiences. tatamotors.com's audience is 72.39% male and 27.61% female. The largest age group of visitors are 25 - 34 year olds



The top traffic source to tatamotors.com is Organic Search traffic, driving 64.92% of desktop visits last month, and Direct is the 2nd with 21.68% of traffic. The most underutilized channel is Mail. Drill down into the main traffic drivers in each channel below



tatamotors.com gets most of its social media traffic from WhatsApp Webapp, followed by LinkedIn and Youtube (Desktop). Engaging audiences through Reddit may reveal new opportunities

tatamotors.com Technology Stack

These are the website technologies, by industry, used on tatamotors.com. There are a total of 37 technologies from 14 different industries installed on tatamotors.com.



Part 3: Content Ideas and Marketing Strategies

Content Idea Generation & Strategy:

The promotional strategy in the marketing mix of Tata Motors is carried out in the form of TV, Newspapers, and electronic media. Tata Motors leverages upon Social media marketing to target customers based on the search results. The Tata brand is considered a trusted brand hence it uses the same to tap on the customers.

Content Calendar Example:

Tata	Sales	Jun 2023 Sales Vs	Diff	% Growth
Jun-23	47,235	Jun 2022 (YoY)	2,038	4.51
Jun-22	45,197	May 2023 (MoM)	1,355	2.95
May-23	45,880			
Tata	Sales	Q2 2023 Sales Vs	Diff	% Growth
Q2 2023	1,42,133	Q2 2022 (YoY)	19,078	15.50
Q2 2022	1,23,055	Q1 2023 (QoQ)	7,231	5.36
Q1 2023	1,34,902			
Tata	H1 2023	H1 2022	Diff	% Growth
Sales	2,77,035	2,46,110	30,925	12.57

MARKETING STRATEGIES ADOPTED BY TATA

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

SALES STRATEGY

- **Sales promotion**

According to American Marketing Association, sales promotion refers to “those activities other than personal selling, advertising & publicity that stimulate consumer purchasing & dealer effectiveness, such as display shows & exhibitions and various other non-recurrent selling effort not in ordinary routine.”

- **Sales Promotion Objectives**

To increase the sales & encourage the present consumers to use more frequently.
To attract new customers by means of incentive campaigns etc.

SALES PROMOTION METHODS:

Price Offers

To encourage immediate sales,
attract non-users, etc.

Coupon

To encourage product trial, build loyalty, trade – up
regular users, stimulate re-purchase rate.

SALES PROMOTION METHOD

Discounts

To push more sales to trade, early
recovery cash

Dealer Sales Contests

To increase sales, buy dealer's
loyalty; motivate dealer's staff to
sell more

SALES PROMOTION STRATEGY

- **Tata True Value Outlet:-**

Tata has aided customers by providing them the facility to bring their vehicle to a 'Tata True Value' outlet and exchange it for a new car, by paying the difference. They are offered loyalty discounts in return. This helps them retain the customer.

- **Tata Call Center:-**

Tata has proper customer complaint handling cell under the CRM department. The customer care will help the customers solving all their problems and answer all their grievances.

- **Tata Insurance:-**

It is launched in 2002 Tata provides vehicle insurance to its customers with the help of National Insurance Company, Bajaj Allianz. The service was set up by the company with the inception of two subsidiaries Tata Insurance Distributors Service Pvt. Ltd. And Tata Insurance Brokers Pvt. Ltd

Promotional Strategies

- Road Shows
- Television advertisements
- Radio
- Print Ads
- Workshops and seminars

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

Select Content Categories: Identify 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. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: blog article

Aim : boost seo & provide information about a certain new product of tata motors cars.

Date : June 09, 2022.

Ideas: tata motors has launched new electric car **Tiago EV** and this blog will cover the details about them by outstanding products

Topic : Effective usage and savings we get by this purchase.

Format 2 : VIDEO

AIM : The company has set a target of increasing its target cost 640 by the end of this financial year. Over the next 3 months

Date : 27-7-2023

Idea : Pick vehicles that are at affordable price to all the classes of people

Topic : The bio says “**TATA PUNCH -proud Official partner of TATA IPL 2023**”, ensuring relevancy.

Format 3 :

Aim : brand awareness & reach

Date : 29-Jan-2023

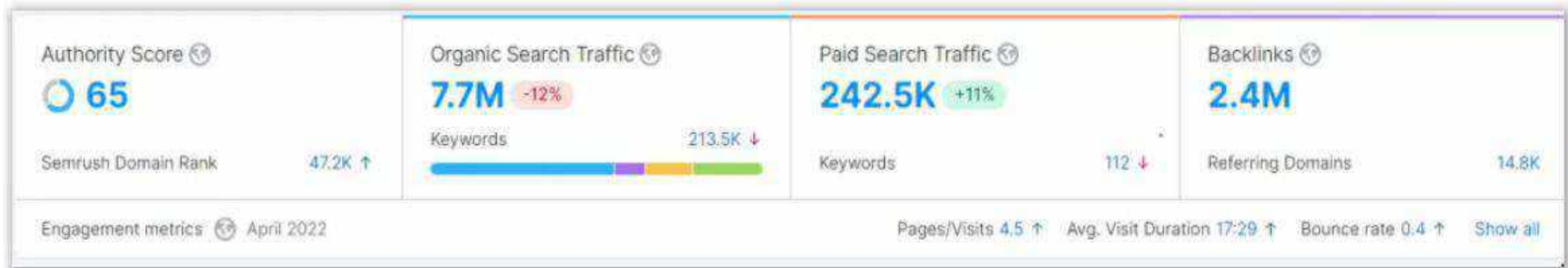
Idea: A complete multimedia workshop! A company of a growing team of freelancers, artists and digital media

Topic : perfect or have a lot of a good quality.

Designs/Video Editing:

The tata group has a user-friendly website with fascinating material that attracts a large readership on a daily basis. Its website serves as a complete one-stop-shop for all information about the company, including its history, segment-by-segment operations, new product releases, essential business news, and existing employment openings. Their website's increased responsiveness aids them in remaining at the top of the search results, a sign of effective **search engine optimization(SEO)**

Tata motor's search engine strategies have increased its car sales by 43% and lead by over 60%





<https://www.youtube.com/watch?v=YTtyBKPQzwjs&pp=ygUMdGF0YSBtb3RvcnMg>

<https://www.youtube.com/watch?v=blGjTZ6h7iY&pp=ygUMdGF0YSBtb3RvcnMg>

Social Media Ad Campaigns

#WeAlsoMakeTomorrow Campaign

The tagline define “We Also Make Steel”.The ad was effective in emphasising the significance and future role of steel.

#GetSetBolt Campaign

They used gamification method that was promoted on social media sites like Twitter and Youtube.

#Atmanirbhara:-Vocal For Local

By demonstrating a variety of jobs to his kid,the father teaches him that it refers to being self-sufficient in all parts of life.

Instagram Social Media Campaign

217,575 followers

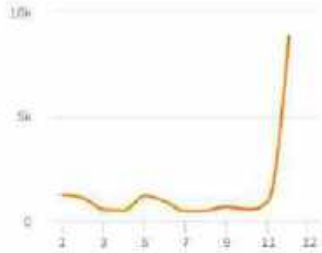
INSTAGRAM ENGAGEMENT RATE



@tatamotorsgroup

0.40%

INTERACTIONS PER POST



Average Engagement

924 likes

12 comments

BRAND AWARENESS : Post content that is consistent with your brand personality. The key to increasing your brand awareness via Instagram is consistency. The content you post must be consistent with your overall brand personality. Post images and videos that are in line with the goals of your brand

Goal

To drive awareness of the extension of the brand. The goal of their Instagram campaign was based on boosting awareness and sales



FaceBook Social Media Campaign

As per phlank's the engagement calculator Tata motor's facebook engagement rate is **0.06%**



4,007,899 followers

f FACEBOOK ENGAGEMENT RATE

INTERACTIONS PER POST



/tatamotorsgroup

0.06%

2304

Average Engagement

1,400 likes

882 comments



Ruchi Sindhu · 1:35

The Hell Tata,,, i booked tata tiago in jan, with waiting period of 4 to 6 weeks, now again they increased waiting of 2 to 4 weeks, as due to Ukraine-Russia war,, is this the services they provide to customers?

Like Reply 2w



Tata Motors

Hi Ruchi, this is definitely not the experience we want our customers to have. Please share your contact number & dealer details via Facebook message, so that we can have the relevant team connect with you soon for further assistance.

<https://m.me/TataMotorsGroup>

Facebook networks and celebrated its sponsorship and commitment to Liverpool FC. As part of the campaign, the brand shared a video message from Liverpool manager Jürgen Klopp, to influencers and Liverpool fans.

Key takeaway

Facebook networks can be a very powerful way to engage a captive audience. By sponsoring Liverpool, Carlsberg improved its brand awareness and drove significant traffic to its website. This type of collaboration can be very effective in keeping a brand front of mind long after the campaign ends.

BRAND AWARENESS : Build awareness of your brand and business through ads on Facebook and Instagram today. The awareness objective can help people remember seeing your ads. Try it on your ad. Target The Right Audience. Build Brand Awareness. Promote your App.



Tata Motors @TataMotors - Apr 2

नाम और इनाम कमाने के लिए तैयार हो जाओ क्योंकि जल्द आ रही है एक अनोखी प्रतियोगिता। क्या आप हैं देश के सुपर सारथी? अधिक जानकारी के लिए बने रहे
#TataMotorsBS6Trucks



Tata Motors

2,913,026 followers

3d •

If finance is your passion and growth is what you seek, come join us in our journey. ...see more



CCE 929

108 comments • 18 shares

Twitter and LinkedIn also playing vital role to promote the new launches and interaction with the people to clarify about views of new product.

नाम और इनाम कमाने के लिए तैयार हो जाओ क्योंकि जल्द आ रही है एक अनोखी प्रतियोगिता। क्या आप हैं देश के सुपर सारथी? अधिक जानकारी के लिए बने रहे #TataMotorsBS6Trucks pic.twitter.com/uEub6krXNu

— Tata Motors (@TataMotors) April 2, 2022

TWITTER SOCIAL MEDIA CAMPAIGN

Twitter is the answer to the question what are you doing now. It always you to create a text like message of up to 140 characters through a pc or on your phone and send it to your followers. It's a mix of business and social. You could be at home communicating what are you doing or in work.

BRAND AWARENESS OF TWITTER :

March 2022, about 23% of U.S. social media users had heard about Twitter in the media, on social media, or in advertising over the past four weeks. Of the 86% who know the brand, that's 27%, meaning at the time of the survey there's some buzz around Twitter in the United States

FINDINGS

- TATA MOTORS is number three in passenger car market after maruti-suzuki & hyundai.
- Majority of the customers see TATA MOTORS with savings.
- Most of the customers spend large sum of money
- Out of the samples, people are highly convinced that TATA MOTORS will yield them better results
- As the sales of Maruti grows as well as Hyundai's santro is still doing well in mid size and small size segment so the INDICA VISTA may be a good options for the company in this term for sustaining sales in long run as well as in the current situations.
- Product will have a gradual progress. Because most industries would wait for the response about the product from other Company
- Customers were educated by me, about fuel efficient cars by TATA MOTORS

LIMITATIONS

- Study is restricted to Delhi and nine industrial areas only.
- Continuous and reliable information was not available.
- Some of the information was confidential so much information was not revealed.
- The time span of the survey was short and hence only major aspects were considered.
- Information provided by the respondent in terms of their fuel usage and their expense could not be very accurate
- Availability of the respondents amidst their busy schedule did not permit detailed study.

SUGGESTIONS AND RECOMMENDATIONS

- Demo of the product should be made available to Customers, since most of the purchase
- decisions are based on it Technical details should be made available to the customers in the most accurate numerical form
- The **Indica** has remained a bestseller throughout in the industry figuring in the top 3 selling list of cars for most of the years.
- The distribution channel should be more efficient to cater the demand during peak
- seasons like during dusshera, diwali, etc .The city like Allahabad is mostly dominated by the working class like people employed in high court, AG office (accountant general office) and government school employees who this year are getting more pay due to the recommendations made by the sixth pay commission so , the sales for mid size car can be enhanced in this scenario.

CONCLUSION

The study was conducted to measure, "THE CUSTOMER BEHAVIOR" in purchasing INDICA VISTA. The study was conducted on 30 Customers. A questionnaire was designed to understand the market and create awareness about TATA MOTORS. Based on the questionnaire, data was collected and analyzed and it was found that the customers are willing to buy the Cars. However they are also skeptic about it. Suggestions are provided based on customer requirements and market situation. A nearest attempt has been made to make the study realistic and suggestive, but it is not claimed that the findings and suggestions in the report are perfect.



**THANK
YOU**